

# GRAPHIC GUIDELINES

This grid outlines the art specifications necessary to manufacture the products of your choice.

PRINTING METHOD	PRODUCTS	ACCEPTABLE FILES	FILE FORMAT	IMPRINTING SPECIFICATIONS
1-Color Specialty	1-Color Table Throws (Specialty imprint colors only) 1-Color Directors Chair (Specialty imprint colors only)	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Specialty colors only (No gradients or halftones) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes, at actual print size
1-Color Thermal 2-Color Thermal Screen Printing	1 - 2 Color Table Throws/Covers 1 - 2 Color Flags	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Stock colors only (No gradients or halftones) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes, at actual print size
Screen Printing (Lanyards)	Lanyards	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Stock & PMS colors (No gradients or halftones)
Screen Printing (Bags)	Bags	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Stock & PMS colors (Artwork with of halftones must be pre-approved) Minimum .125" white space between colors Minimum line thickness .031" (2 pt. stroke) Minimum 16 pt. font
Hot Stamp Foil	Esprit Tradeshow Tote Tradeshow Tote 'N' Ship™ rPET Responsible Market Totes	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Hot stamp foil colors only (Artwork with of halftones must be pre-approved) Minimum .125" white space between colors <i>Regular Non-Reversed Artwork</i> Minimum line thickness .028" (2 pt. stroke) Minimum 10 pt. font <i>Reversed Artwork</i> Minimum line thickness .083" (6 pt. stroke) Minimum 19 pt. font
Hot Stamp Foil	Frosted Shoppers	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Hot stamp foil colors only (Artwork with of halftones must be pre-approved) Minimum .125" white space between colors Minimum line thickness .015" (1 pt. stroke) Minimum 10 pt. font
Flexographic Print	Bags	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	PMS spot colors only (Artwork with of halftones must be pre-approved) Minimum 1/32" white space between colors Minimum line thickness .015" (1 pt. stroke) Minimum 10 pt. font
Full-Color Thermal	Full-Color Thermal Throws/Covers Event Tents Concession Stand Full-Color Directors Chair Full-Color Event Tents	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Stock & PMS colors (Halftones/percentages of PMS colors and contained gradients are acceptable) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes, at actual print size
Digital Solvent Dye-Sublimation	Full-Color, Front Only Table Throws Full-Color, Full Bleed Table Throws Full-Color Displays Full-Color Retractors Full-Color Banners and Flags Posters Displays Brilliant Boards™	Vector Raster (Fonts must be outlined) (Links must be embedded)	Adobe Illustrator .ai / .eps / .pdf  Adobe Photoshop High Resolution .tif / .psd / .eps / .pdf / .jpg  Adobe InDesign exported as .eps or .pdf (required)	Print ready art (created utilizing our product templates) PMS colors preferred when ordering (CMYK/RGB accepted) Full-color artwork including gradients, raster/ photo images & bleeds Raster images must be created at actual size with resolution of at least 100 - 180 dpi.

**UNACCEPTABLE FILE FORMATS:** Word, Power Point, Excel, Publisher, Pagemaker, Quark, Corel Draw & low resolution scanned images. InDesign, unless exported to an .eps or .pdf format, will incur additional art charges or be rejected.

## There are 2 types of art files:

**Raster:** Any file ending with .PSD, .TIF, .JPG, .BMP, .GIF, raster .EPS, raster .PDF or any photographic image

**Vector:** Any file ending with .EPS, .AI and sometimes .PDF (VECTOR)

Vector files are the preferred method of file type used by most large format printers. In the cases of 1-2 color thermal imprint, hot stamp foil and screen print, vector is the only accepted file type.

### VECTOR ART

(known as line art)



Vector Line

Vector Image

### RASTER ART

(known as bitmap art)



Raster Image