

# ARTWORK SOLUTIONS

## IMAGES

- The resolution of your artwork must be at least 200DPI (dots per inch)
- The higher the resolution of your artwork, the clearer your image will be when it's printed

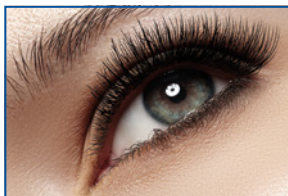
### Low-Resolution Images Can Include:

- Web images
- Photos taken on your old smartphone
- Screenshots
- And more...

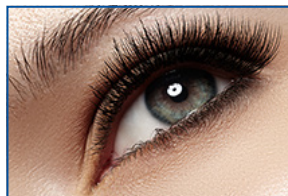
### High-Resolution Images Can Include:

- Purchased stock photos
- Unedited, raw digital images

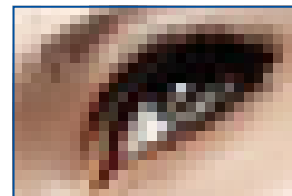
### DPI Resolution Examples:



300 dpi



72 dpi



10 dpi

## FONTS

- All fonts must be outlined, embedded or converted to curves
- Font selection varies from computer to computer
- When a font is missing, the computer replace its with a generic font (see example below)



see how with our video



Original font looks like this on your screen:



But it could look like this on ours:



Preserve the shape of your text by outlining, embedding or converting to curve



# ARTWORK SOLUTIONS

## VECTOR VS. RASTER

- Vector artwork is required for full-color imprints
- Vector artwork is preferred unless you're printing a photograph

### Vector

- Made of paths
- When you increase the size of a vector image, the edges will stay smooth and clean
- Vector file formats include ai, eps and pdf



Vector

### Raster

- Made of tiny squares called pixels
- When you increase the size of a raster image, it will look blocky or blurry
- Raster file formats include jpg, tiff, psd, gif and png



Raster

## TEMPLATES

- Templates save time and money, and they ensure your artwork will be printed correctly
- Templates are **required** for all print orders
- Product templates can be found on our website on each product page (templates for custom products are available by request)
- Templates can be opened in any art program
- Do **not** leave template lines on your artwork

