ARTWORK
SOLUTIONS

IMAGES

-The resolution of your artwork must be at least 200DPI (dots per inch)

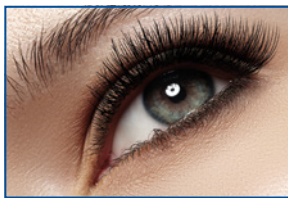-The higher the resolution of your artwork, the clearer your image will be when it's printed

Low-Resolution Images Can Include:

-Web images

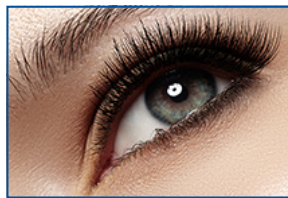-Photos taken on your old smartphone

-Screenshots

-And more...

High-Resolution Images Can Include:

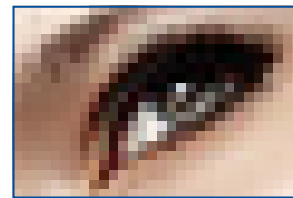-Purchased stock photos

-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

Show down
DISPLAYS

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

PLEASE DELETE THIS LAYER
BEFORE SAVING

All images must be embedded
All fonts must be outlined

BLEED AREA - 124.75"W x 95"H
NOT VISIBLE WHEN COMPLETED
FINISHED AREA - 118.75"W x 89"H
VISIBLE WHEN FINISHED
SAFE AREA - 112.75"W x 83"H
KEEP IMPORTANT TEXT/LOGOS WITHIN THIS AREA

Show down
DISPLAYS