

# SETTING UP ART FOR PROMOTIONAL PRODUCTS

## Color Space



Build exclusively as CMYK color space. Ensure that CMYK values are set appropriately and/or PMS colors are designated. RGB/Hex are not acceptable. Build all four-color process grays from black, as they tend to present undesirable finished results otherwise.

## Fonts, Style, and Links



All fonts must be converted to outlines, curves, or paths (vector). Artwork with tight registration, halftones, and/or tints will need to be reviewed to ensure viability for decoration. Keep tints and screens within 20%-80% to ensure printability.

## File Formatting



Must be 300 dpi or higher at 100% of final size (600 dpi for best results). Link any illustrations or graphics in the art. Preferred file formats are EPS, PDF, TIFF, or AI. JPG or JPEG files can rarely be used and are not preferable for quality results.

## Pointers



Avoid very fine lines, both in type and illustrations. They tend to fill in and become illegible. Ask if a template is available for art setup. They are available for many items and can offer ease in setting up artwork.

## Why Vector?



Vector ensures there is no loss of quality when enlarging or resizing art. This means a vectored file can be printed on a small notepad and also enlarged to print on a banner, while maintaining the same quality and crispness. See the example below for an illustration.

Raster Art at 400%



Icon at Actual Size



Vector Art at 400%

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