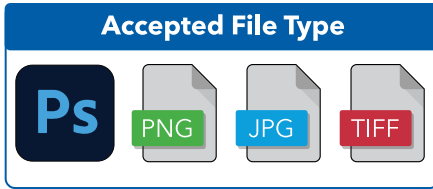


We are excited to print your artwork, but before uploading, here are some important guidelines we recommend. We will preflight and try to catch any issues you may miss, but it could delay your order. If we do see something, we will try to provide options to get your order fixed and back into production.

1



## File Type - Vector & Raster

- Vector artwork is best and will give the cleanest results.
- Supported vector file formats: PDF, EPS, AI, SVG, CDR, PS
- Raster artwork need to be at least 300 ppi at the size they will be printed.
- Supported raster file formats: PSD, PNG, GIF, JPG, JPEG, BMP, TIF, TIFF
- Unlike vector, raster artwork will become pixelated, jagged, or blurry if sized smaller than the requested 300 ppi.
- External links must be embedded and sized according to these guidelines.
- Please be aware that all artwork should have a transparent background unless you intend for the background to be printed.

2

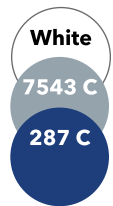
## Color Guidelines

- All artwork should be in CMYK color space (mode).
- Artwork containing RGB elements may experience significant color shifting when printed. If we notice a significant shift in color we will notify you prior to printing.
- Spot color artwork should be swatched to the intended PANTONE® for best results.
- All artwork should be solid 100% opaque colors. Transparent or semi-opaque areas will result in halftone dots when printed.
- White is an ink color and areas that you do not want printed need to be clear.

CMYK



Spot



3

Spot/No Underbase

Heat Applied

1pt Positive

2pt Negative

CMYK/Underbase

Heat Applied

3pt Positive

2pt Negative

## Line Weight Guidelines

- Areas that are printed, called positive space, need to have a certain thickness to print successfully. Full color CMYK, or spot color artwork using an underbase requires thicker positive areas than full color CMYK4Lights or standard spot color artwork.
- Non-printed areas, called negative space, need to be large enough not to close during production or application.

Spot Color (No Underbase)

Minimum Thickness is 1pt  
Minimum Negative Space is 2pt

CMYK (Underbase)

Minimum Thickness is 3pt  
Minimum Negative Space is 2pt

4

## Convert Fonts

- Fonts need to be converted to curves or outlines. We cannot produce artwork with live fonts.

