

SARASOTA MESSENGER
IMPRINTED SPORTSWEAR, INC



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Acceptable Artwork Formats: Art may be provided in any of the following formats. Please note the modifications that may need to be made in order to make each format ready for decorating. For all three formats below, proper resolution is critical for clean results. The standard resolution for printed artwork is 200 to 300 dpi (dots per inch).

Mechanical artwork: The traditional standard for acceptable mechanical artwork is "camera-ready black and white." Mechanical artwork can be supplied on a sheet of white paper or bromide, and should be no larger than 8.5" x 11".

Hand-drawn artwork: A logo that's been drawn by hand is a great starting point, but it will need to be digitized and modified for practical use.

Digital artwork: Images created in CorelDRAW or Adobe Illustrator, are preferred over mechanical and hand-drawn artwork for quality of the end result and efficiency. However, digital artwork may still require modification and/or preparation for the decorating process.

Attention Adobe Illustrator users! We receive daily a number of customer designs in the Illustrator (.AI / .EPS) format. We have run into a few problems in conversions, fonts, etc. on some of the designs. We need you to follow these guidelines to allow faster processing of your orders:

- 1) We accept Illustrator formats from versions CS2 only.
- 2) Use "Create Outlines" on all designs that include text.

File suffixes:

Your digital artwork file must end with one of these suffixes to be used properly to prepare your art:
Spot Color **Vector** files = **.cdr .ai .eps** .pdf** (line art)

***NOTE: do not convert .psd to .eps files = not true vector*

4 Color Process **Raster** file = **.gif .psd .tiff .bmp** (photo art)

Proofs: Any time you supply digital artwork, be sure to include a printed proof for reference.

Disk formats: When providing your artwork on disk, it is best to use one of these more standard disk formats: DVD, CD-Rom, Iomega Zip, or regular floppy are also acceptable.

E-mailed art: When sending your artwork via e-mail, be sure to provide all of the basic elements, including: - fonts - layers - paths

Unacceptable Artwork Formats - Artwork provided in the following forms, or similar forms, will not be able to be modified into ready art... therefore delivering extremely poor results when translated into decoration for a garment: - on a printed promotional item such as a napkin or matchbook cover
- on a fax sheet - scanned into a computer - on a business card

NOTE: don't convert PhotoShop .psd or bitmaps to .eps files = they are not true vector files.

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