



# Customer Supplied Artwork Guide

**COLOR FORMAT:** CMYK

**FILE FORMATS SUPPORTED:**

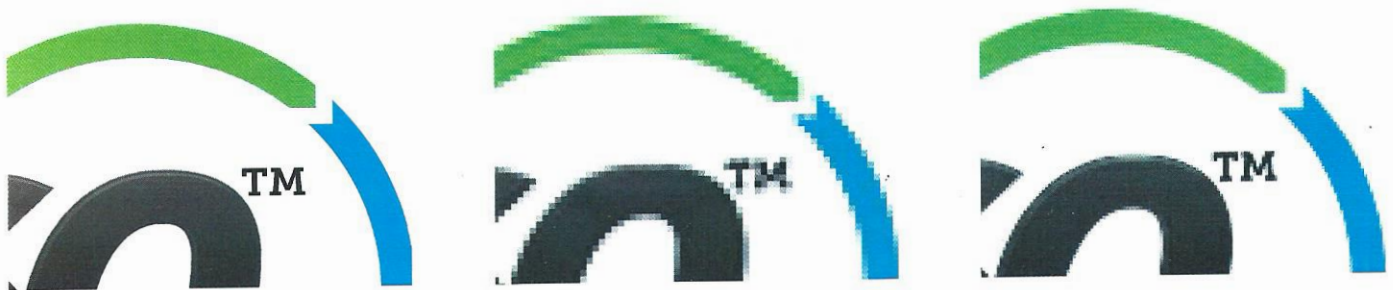
**VECTOR FILES: Logos and Illustrations**

EPS (Encapsulated Postscript), AI (Adobe Illustrator) or Adobe Acrobat PDF with all fonts converted to paths to avoid font conflicts for vector art (line art).

**RASTER FILES: Photos** (150dpi\* at full size) TIFF or JPG

The minimum resolution required to produce a high-quality image is 150dpi. DPI is an acronym for Dots Per Inch and describes the density of the dots; it is also referred to as "resolution." DPI determines how sharply the image is represented. If a printer specifies 150dpi, it means that for every inch of image there are 150 dots (or pixels). In order to achieve the highest quality of reproduction, resolution of 150dpi at final printed size, is required.

Using a lower-than-recommended resolution setting may result in degradation of the printed image. If the client chooses to have us reproduce artwork at less than recommended minimum settings, client acknowledges final product may be lower than expected quality. Images prepared for Web use with low resolution will not reproduce correctly. Conversely, saving an image at a resolution higher than the recommended settings will not improve the image quality. Image quality is very important to how your graphics will reproduce. Although we can accept graphics in many formats, we cannot improve the quality of your graphics if the source files are not at stated minimums.



VECTOR LINE ART

72dpi

150dpi

**Please feel free to call our art department  
for any questions you may have**