

Types of Artwork

Camera-Ready Art

Crisp black image on a white background, color separated.

- Any/all colors need to be set at a 100% CMYK value of the color. For example, if the design is a one color art job, then 100% of black is required. If the design is multi-colored, then 100% of Cyan, Yellow, Magenta, Black, and/or a Spot color are required.

Vector Artwork

Scalable art that is made up of points, lines, or shapes.

- This is the most preferred format for delivering art. If any fonts are contained in the file, please attach the appropriate fonts or simply convert the fonts to paths (create outlines).

* Placing a raster image in a vector program then saving the file will not be accepted as vector artwork.

Accepted file formats:

- AI (Adobe Illustrator CS2)
- EPS
- PDF

Raster Artwork

Resolution based images that contain pixels.

- When supplying artwork in raster format please designate all colors as 100% of C, M, Y, or K, or a Spot Color as stated above.
- For best results (and to save on art charges), please supply raster images at actual size for our reference, 200 dpi or higher, and *without* shirt color as background.

*Screen resolution (72 dpi) graphics will NOT look particularly good unless the image is approximately three times larger than the actual print size.

Common Raster File Formats:

- TIFF
- JPEG
- GIF
- PSD (Adobe Photoshop CS2)
- PDF

Unacceptable Forms of Artwork

Included, but limited to the items listed.

- Microsoft Office applications such as Word, Excel, and Powerpoint.
*if a Word Document is sent as a reference of an art layout, please include fonts or names and include original copies of images used separately.
- Other non-Adobe Design Programs such as Quark, Freehand, and Corel Draw.

Providing Artwork

Digital Art

- Artwork can be supplied to us in the form of a Flash Drive, CD, or through e-mail.

Non-Digital Art

- Please bring in a large, clear, and scanable copy of the artwork.

Any artwork that does not meet our art standards is subject to a \$45/ hour art charge. If you have any questions regarding your artwork please contact our art department at aardart@aardvarkspe.com or at 419.354.6686.