

Art File Definitions - Terms to Know

- **DPI (Dots Per Inch)** - The number of points that are printed per inch
 - Standard high quality size is 300dpi, smaller may result in lower quality imprint
- **Vector Art** - Fully editable art, this is the preferred way to receive art
 - Vector art generally is provided in AI, EPS or PDF formats
- **Raster Art** - Non-editable art, preferred method for photographs only
 - Raster art generally is provided in JPG or TIFF formats
- **Live Text** - Editable Text
- **Outlined Text** - Non-Editable Text
- **Minimum Font Size** - Font size required to guarantee legible imprint

Vector Art vs. Raster Art

- Vector art is artwork that uses shapes and lines; when edited it does not lose any quality; it is fully editable in terms of size and color; this is the most useful art for our production standards.
- Vector art can be provided at any scale and adjustments can be made on our end to fit the desired imprint method and location.
- Raster art is artwork that uses pixels; these files are constrained by their original size; it has limited size editing capabilities and colors are unable to be adjusted; if something is provided in too small of a size, the overall quality will suffer. A minimum of 300dpi (dots per inch) artwork is required at whatever size the imprint will be for proper printing.
- If the desired imprint is 5" wide, the raster art would need to be scaled to 300dpi at 5" wide at a minimum, anything smaller in dpi or scale would produce a low quality final product. Files would also need to be provided in the final colors required for production; C:0M:0Y:0K:100 for sandblasting and screening, R:0G:0B:0 for laser, full color for digi.



Example of Vector Art:
Colors and lines are editable; all lines are smooth; this can be scaled to any size with no sacrifice in quality in the final product



Example of Raster Art:
No editable colors or lines; depending on the quality, pixels will be visible; low quality files produce pixelated final products

Live Text vs. Outlined Text

- Live text is any text that is editable; think of anything you could type out and change later.
 - If the text desired will be changed at any point, using live text is appropriate. This is the most common format and the easiest to work with.
 - It's possible for two computers to not have the same font; if a specific font is needed, the font file may need to be provided
- Outlined text is not editable; this is text that has been converted into a vector file; this text cannot be changed later, only matched as closely as possible
 - If the text desired does not need to be changed and you want to be sure that it isn't, converting the text to outlines is appropriate, but if changes are needed they cannot be made to the outlined text.

Preferred File Types

- Personalizations: Excel, Word - Try to avoid any scanned documents for personal information
- Artwork: AI, EPS, PDF, JPG (if the other three are unavailable OR it is a photograph)
 - Artists can confirm whether a file will work for art if you are unsure