



Screen Printing Graphic Guidelines

The following specifications have been provided to assist you in preparing files for screen printed products such as table throws, table runners or fabric banners. Please direct any questions to your Sales Associate.

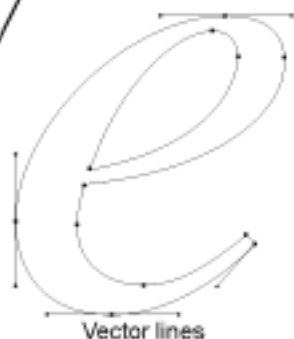
ACCEPTABLE FILE FORMATS

VECTOR: (PREFERRED)

1. Adobe Illustrator (.ai) - our preferred format, saved in its native .ai format
2. Other vector programs - files created in Corel Draw, Freehand, etc. saved in a generic eps format

RASTER - 200 DPI AT 100% SIZE (CANNOT BE USED FOR MULTIPLE-COLOR IMPRINTS):

1. Adobe Photoshop - .psd
2. .tif or .bmp format



Vector image



Raster image

EXPLANATION OF FILE TYPES

There are two types of art files on the computer: **Vector** (also known as line art) and **Raster** (also known as bitmap art).

VECTOR: Vector art is made up of lines and curves defined by mathematical objects called vectors. Vector art is resolution independent. Therefore, it can be scaled to any size without loss of quality. **IMPORTANT: Text should be converted to outlines, paths or curves.** This way, the font suitcase and printer fonts do not need to be sent along with your file. Do not embed raster images into your vector program.

RASTER: Raster art is created using a program like Adobe Photoshop or scanned art which has not been converted to vector. A raster image consists of a grid, or bitmap, of small squares known as pixels. Raster images are resolution dependent (set at a fixed resolution). **IMPORTANT: Raster art should be sent at 200 dpi at 100% imprint size. We can screen print raster art if it is one-color ONLY.** If your imprint is multiple-colored, the file must be sent as vector art.

NOTE: If you are thinking about using an image from a web site, this is not recommended. We cannot use highly compressed web images (such as .gif or .jpg). Their resolution is far too low to use for your imprint.