

# ART REQUIREMENTS

## IF YOU PROVIDE THE FOLLOWING

### 1. RASTER ARTWORK

**DEFINITION:** RESOLUTION DEPENDENT FILES THAT CANNOT BE ENLARGED WITHOUT LOSS OF IMAGE QUALITY.

TYPICAL FILE TYPES: .PSD .TIFF .JPG .GIF .BMP

RASTER IMAGES CAN BE USED WITH SOME EXTRA WORK, BUT ONLY IF THEY EXIST AT 300 DPI AND WERE CREATED AT 100% PRINT SIZE. **ART CHARGES WILL BE INCURRED.**

### 2. VECTOR ARTWORK

**DEFINITION:** 2D ARTWORK MADE OF MATHEMATICAL LINES AND CURVES. VECTORS ARE RESOLUTION INDEPENDENT AND CAN BE ENLARGED INFINITELY WITHOUT LOSING QUALITY.

TYPICAL FILE TYPES: .AI .PDF .EPS .CDR .SVG

**IMPORTANT:** THE VECTOR FILE TYPES SHOWN ABOVE SOMETIMES CONTAIN RASTER ART. IF YOU ARE UNSURE ABOUT FILES, PLEASE HAVE OUR PRODUCTION ARTIST VERIFY YOUR ARTWORK. SIMPLY SAVING A RASTER GRAPHIC AS ONE OF THE FILE TYPES LISTED ABOVE DOES NOT MAKE IT VECTOR ARTWORK.

## VECTOR ARTWORK VS. RASTER ARTWORK



VECTOR ARTWORK VIEWED AT 100%



RASTER ARTWORK VIEWED AT 100%



VECTOR ARTWORK VIEWED AT 250%



RASTER ARTWORK VIEWED AT 250%

(PLEASE ZOOM IN TO SEE DIFFERENCE IN QUALITY)

# WHEN PROVIDING ARTWORK

## DO

1.

USE ADOBE ILLUSTRATOR OR COREL DRAW IF POSSIBLE.

2.

REVIEW your artwork! (ex. SPELL CHECK!)

3.

WORK IN PANTONE COLORS/SPOT COLORS FOR A PERFECT COLOR MATCH.  
USE THE SOLID COATED VERSION OF THE PMS COLOR INDEX. (EXAMPLE: PMS 186 C RED)

THIS HELPS ELIMINATE UNWANTED SURPRISES.

HELPFUL LINK: [HTTP://GRAPHICDESIGN.SPOKANE FALLS.EDU/TUTORIALS/TECH/PANTONE\\_COLORS/PANTONE.HTM](http://graphicdesign.spokanefalls.edu/tutorials/tech/pantone_colors/pantone.htm)

4.

CONVERT YOUR FONTS TO OUTLINES, OR PROVIDE US WITH THE FONT NAME AND SOURCE.

5.

IF YOU ARE USING PHOTOSHOP make sure,

-YOUR minimum resolution IS 300 DPI

-YOUR ART IS SET AT 100% OF ITS INTENDED PRINT SIZE.

## DON'T

1.

USE JPEGs AND .GIFs saved from THE WEB. THEY ARE NOT SUITABLE FOR PRINTING and usually need to be recreated as VECTOR ART.

ART CHARGES WILL BE INCURRED.

SOURCE AND SUPPLY VECTOR ART IF POSSIBLE. ALL non-VECTOR ART WILL BE DEALT WITH ON A CASE BY CASE BASIS.

2.

STRESS OVER Layers or COLOR separations - WE WILL DO THAT FOR YOU.

TO make your ART LOOK THE same on THE SHIRT as IT DOES on your monitor, our screen PRINTERS WORK WITH a variety OF VARIABLES: THE PRINTING PRESS, THE screen MESH, and THE INKS.

ALL OF THESE VARIABLES change from PRINT SHOP TO PRINT SHOP.

THE Brew Tees crew HAS BUILT a comprehensive ART DEPARTMENT featuring GRAPHIC ARTISTS WITH many years OF experience in COLOR separations.

SO, IF your artwork already HAS Layers or COLOR separations our ARTISTS WILL BE ABLE TO ALTER or COMPLETELY redo THEM IF NEEDED.

THIS way we can ensure THE BEST POSSIBLE PRINT FOR your DESIGN and Garment.

IT'S YOUR RESPONSIBILITY TO CHECK THE ART PROOFS WE PROVIDE YOU FOR SPELLING errors, COLOR issues, or size requirements. DISPLAYED COLORS WILL VARY SLIGHTLY depending on your COMPUTER monitor.