



ARTWORK GUIDELINES FOR CUSTOM IMPRINTS

Acceptable Programs and File Types for Artwork & Text

The preferred program file type for artwork is Adobe Illustrator, EPS format. We can accept artwork and text from both Macintosh and PC based platforms. Acceptable file types include:

- FOR VECTOR BASED ARTWORK (Adobe Illustrator) –AI (version CS3 or lower), EPS, PDF
- FOR SCANNED ARTWORK (Adobe Photoshop, Photoshop Elements, or any artwork coming off a scanner)–PSD, TIF, BMP, JPEG (or JPG)

When using a drawing program be sure to **convert all text to outlines** (sometimes referred to as curves, paths, or vectors). This allows the art to be usable regardless of font type styles used. **Scans placed or imported in the document must be provided at a minimum of 300 DPI, and included as a separate file.**

REMEMBER: MINIMUM 300 DPI RESOLUTION IS REQUIRED ON BITMAP (SCANNED) IMAGES BUT HIGHER RESOLUTION IS PREFERRED. PLEASE EMAIL OR MAIL CLEAN, BLACK & WHITE CAMERA-READY ARTWORK

Scanned Files Only

All scans must be provided at a **minimum of 300 dpi resolution**, preferably in black & white. Grayscale or colored artwork can be sent, but we will need to convert it to black & white at an additional charge of \$35/hr. Please consider how your artwork will look once converted to black & white.

Unacceptable File Types

We discourage the use of word processing programs (Microsoft PowerPoint, Word, Excel, etc.). Documents may appear fine on the user's computer, but due to font differences, artwork may become distorted and unusable when opened on another computer.

NOTE: Faxes are never acceptable as camera-ready artwork. If your artwork is submitted by fax, be prepared to incur touch-up charges of \$35/hr.

Logos taken from websites are not acceptable as they are only 72 dpi.

If you have further questions regarding our artwork policies, please email us at info@gpencil.com.

You may also contact us by phone or fax:

Toll Free: 800-873-1782 • Phone: 760-873-7170 • Fax: 760-873-4149
Our office hours are: Monday-Friday 6am-5pm (Pacific Time)