

## Artwork Requirements

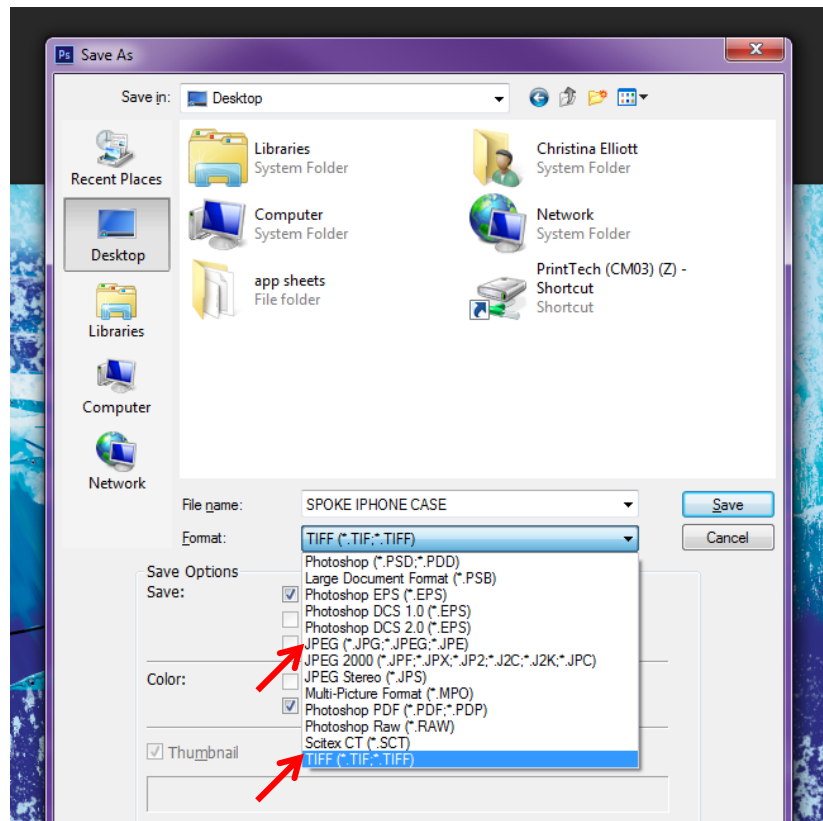
The below requirements are for customers that submit their artwork to Spoke through alternate means other than the customizer. All product templates are created by using a graphical editing program called Photoshop; therefore, using Photoshop to amend your artwork would be more efficient. All product templates are available upon request. Please understand that any files submitted outside of the requirements listed below may lead to production delays or products with incorrect artwork.

### Image Types

Artwork must be submitted in JPEG (.jpg, .jpeg) or Flattened TIFF (.tif) format. Formats such as PSD, PNG, GIF, AI, EPS, PDF, and other files types are not accepted.

#### Why?

TIFF and JPEG files help retain the integrity and quality of your artwork in a flattened format. When you submit a non-flattened file such as .PSD or .AI, our print technicians would have to manually flatten and edit your artwork in order for it to become “print ready.” By submitting a flattened JPEG or TIFF to us, we can ensure that we are printing the same image you submitted and not one that has been amended by us.



### **Saving your artwork as a TIFF (.TIF) file**

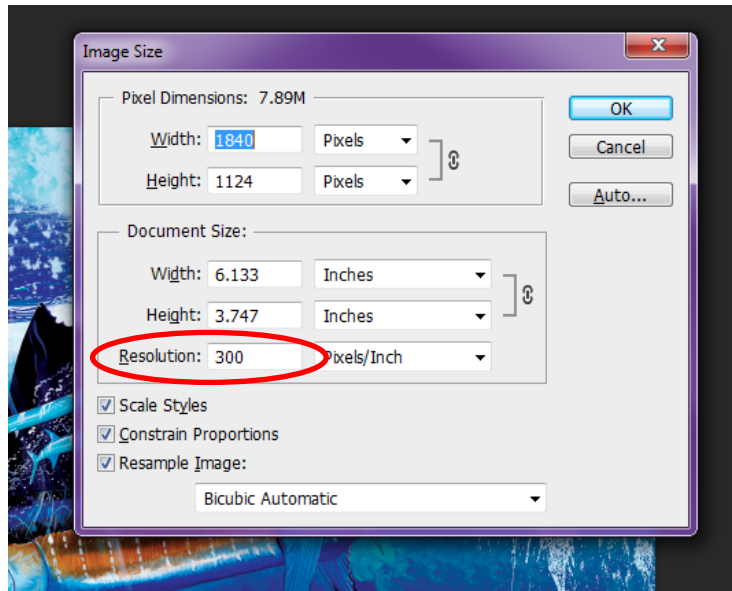
- 1) Flatten the image by right clicking on a selected layer and click **Flatten Image**.
- 2) Go to **File > Save as** (Ctrl+Alt+S)
- 3) Click the drop down menu next to **Format**.
- 4) Select **TIFF** (\*.TIF, \*.TIFF)
- 5) Click **Save**
- 6) Click **OK**.

### **Saving your file as a JPEG (.JPG) file**

- 1) Go to **File > Save as**
- 2) Click the drop down menu next to **Format**
- 3) Select **JPEG** (\*.JPG, \*.JPEG)
- 4) Click **Save**
- 5) Select the maximum level of quality or type the number 12
- 6) Click **OK**

## Image Resolution

Please submit all images at **300 dpi** resolution. Submitting images at 300dpi will retain the highest level of quality throughout the production process. Images with less than 300dpi can diminish during the production process.



### Checking and changing your image resolution

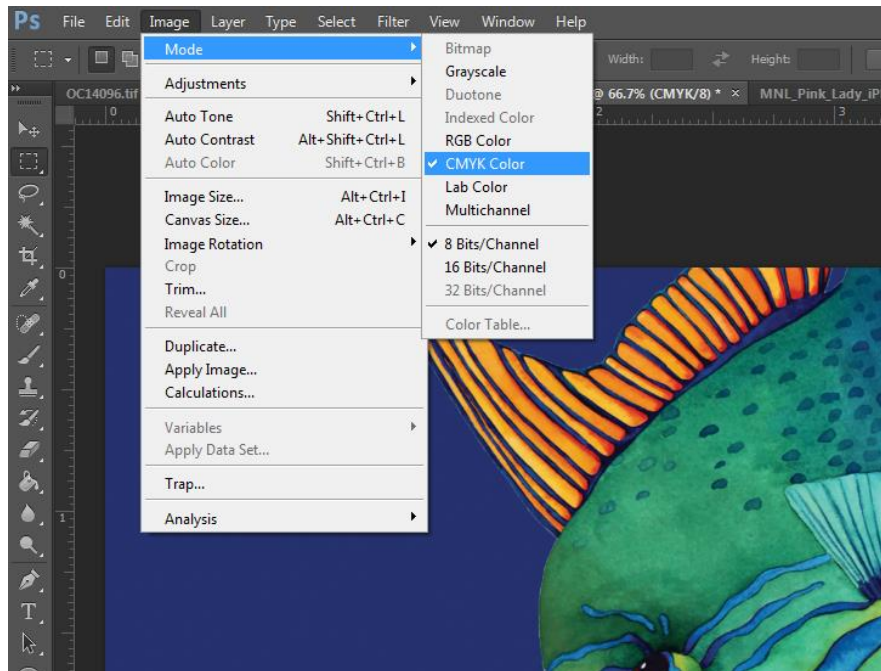
- 1) Go to **Image > Image Size** (Ctrl+Alt+I)
- 2) The file resolution will be displayed under the **Document Size**. Make sure the drop down menu is showing "pixels/inch"
- 3) Type in the text field next to Resolution to change your resolution to 300 dpi
- 4) Click **OK**

## Color Mode

All files should be submitted in **CMYK color mode**.

### Why?

Because our printers print in CMYK mode. If a file is submitted in RGB mode, print technicians will have to convert the artwork to CMYK, which can cause color alteration. By converting RGB files to CMYK before submitting the image, you have assurance that your product will be produced with your desired color.



### Changing your file's color mode

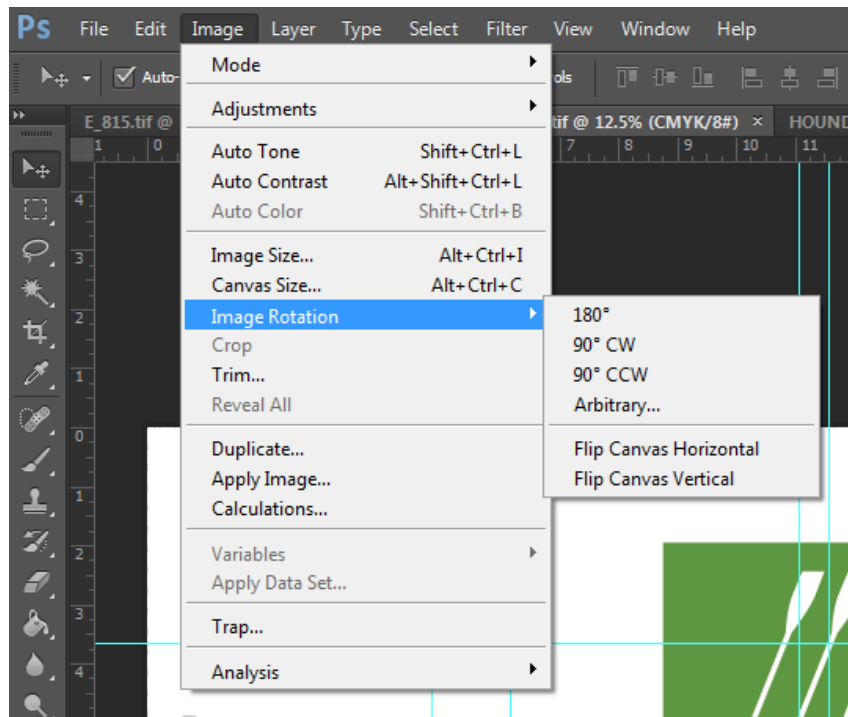
- 1) Go to **Image > Mode**
- 2) Select **CMYK Color**

## Image orientation

All images need to be submitted according to the template provided. Please do not submit artwork that is rotated in an orientation that differs from the template provided. This will ensure the final product reflects the desired orientation and registration.

Rotating your image in Photoshop

- 1) Go to Image > Image Rotation
- 2) Make selection



## Image Size and Product Templates

Spoke provides a template for every product we offer. Please note that template sizes vary for each product. For example, if you are creating art work for various products then you will need to resize the artwork according to each product. It is very important to use the template provided when creating your artwork. Below, is an example of a device template. The white profile shape is the primary view of the product where most of your artwork will be displayed. The diagonal pink area is called the wrap. The wrap exists to ensure the entire product (including the edges) is being decorated. Please note that any artwork placed in the wrap area may not be visible on the finished product. If the artwork does not fill the entire template, it is possible the finished product may not be entirely covered with artwork (see image 1 and 2 below). It is also important to be aware of the positioning of your image on the template. Some products may have edges and or cutouts that you want to avoid placing any “key” artwork behind or near these areas. Lastly, do not forget to hide or remove the template layer before submitting any final art files to Spoke (see image 3).

**Note: Any files submitted outside of our requirements may result in production delays**

**Image 1**



**Image 2:** The entire template must be filled with artwork, see below





**Image 3:** Don't forget to hide the template before submitting

**Submit This**



**Not This**



**Quick Check**

- ✓ **Image Orientation matches the original template**
- ✓ **Image resolution is at least 300dpi**
- ✓ **Image fills the entire template, including the wrap**
- ✓ **File format is either JPEG or TIFF**
- ✓ **Color mode is set to CMYK**