

GRAPHIC GUIDELINES

This grid outlines the art specifications necessary to manufacture the products of your choice.

PRINTING METHOD	PRODUCTS	ACCEPTABLE FILES	FILE FORMAT	IMPRINTING SPECIFICATIONS
1-Color Specialty	1-Color Table Throws (Specialty imprint colors only) 1-Color Directors Chair (Specialty imprint colors only)	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Specialty colors only (No gradients or halftones) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes, at actual print size
1-Color Thermal 2-Color Thermal Screen Printing	1 - 2 Color Table Throws/Covers 1 - 2 Color Flags	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Stock colors only (No gradients or halftones) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes, at actual print size
Screen Printing (Lanyards)	Lanyards	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Stock & PMS colors (No gradients or halftones)
Screen Printing (Bags)	Bags	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Stock & PMS colors (Artwork with of halftones must be pre-approved) Minimum .125" white space between colors Minimum line thickness .031" (2 pt. stroke) Minimum 16 pt. font
Hot Stamp Foil	Esprit Tradeshow Tote Tradeshow Tote 'N' Ship™ rPET Responsible Market Totes	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Hot stamp foil colors only (Artwork with of halftones must be pre-approved) Minimum .125" white space between colors <i>Regular Non-Reversed Artwork</i> Minimum line thickness .028" (2 pt. stroke) Minimum 10 pt. font <i>Reversed Artwork</i> Minimum line thickness .083" (6 pt. stroke) Minimum 19 pt. font
Hot Stamp Foil	Frosted Shoppers	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Hot stamp foil colors only (Artwork with of halftones must be pre-approved) Minimum .125" white space between colors Minimum line thickness .015" (1 pt. stroke) Minimum 10 pt. font
Flexographic Print	Bags	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	PMS spot colors only (Artwork with of halftones must be pre-approved) Minimum 1/32" white space between colors Minimum line thickness .015" (1 pt. stroke) Minimum 10 pt. font
Full-Color Thermal	Full-Color Thermal Throws/Covers Event Tents Concession Stand Full-Color Directors Chair Full-Color Event Tents	Vector (Fonts must be outlined)	Adobe Illustrator .ai / .eps / .pdf	Stock & PMS colors (Halftones/percentages of PMS colors and contained gradients are acceptable) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes, at actual print size
Digital Solvent Dye-Sublimation	Full-Color, Front Only Table Throws Full-Color, Full Bleed Table Throws Full-Color Displays Full-Color Retractors Full-Color Banners and Flags Posters Displays Brilliant Boards™	Vector Raster (Fonts must be outlined) (Links must be embedded)	Adobe Illustrator .ai / .eps / .pdf Adobe Photoshop High Resolution .tif / .psd / .eps / .pdf / .jpg Adobe InDesign exported as .eps or .pdf (required)	Print ready art (created utilizing our product templates) PMS colors preferred when ordering (CMYK/RGB accepted) Full-color artwork including gradients, raster/ photo images & bleeds Raster images must be created at actual size with resolution of at least 100 - 180 dpi.

UNACCEPTABLE FILE FORMATS: Word, Power Point, Excel, Publisher, Pagemaker, Quark, Corel Draw & low resolution scanned images. InDesign, unless exported to an .eps or .pdf format, will incur additional art charges or be rejected.

There are 2 types of art files:

Raster: Any file ending with .PSD, .TIF, .JPG, .BMP, .GIF, raster .EPS, raster .PDF or any photographic image

Vector: Any file ending with .EPS, .AI and sometimes .PDF (VECTOR)

Vector files are the preferred method of file type used by most large format printers. In the cases of 1-2 color thermal imprint, hot stamp foil and screen print, vector is the only accepted file type.

VECTOR ART

(known as line art)



Vector Line

Vector Image

RASTER ART

(known as bitmap art)



Raster Image