

Production Ready Artwork can be utilized in production systems. Vendor specific adjustments that do not require approval may be made to the Production Ready Artwork based on the final printing method or machine utilized.

Guidelines for Production Ready Art

- All fonts should be converted to curves (paths or outlines)
- If Raster elements are part of the artwork:
 - They should be **embedded**
 - They should be provided at actual imprint size
 - They should be from 300 DPI or higher source documents at the original size

ACCEPTABLE FORMATS FOR VECTOR ART

- PDF (**Preferred format**)
- EPS
- Adobe Illustrator - AI
 - Version 10 or higher
- CorelDraw - CDR
 - Version 10 or higher

Note: These formats are also acceptable for art that contains both raster/bitmap art and vector art in the same graphics file.

All files must be created in approved professional graphics software. Files saved without vector data or from unapproved software are not considered Production Ready Artwork.

ACCEPTABLE FORMAT FOR RASTER ART (Bitmaps)

- PDF at final imprint size
- TIFF at final imprint size

UNACCEPTABLE FORMATS FOR ELECTRONIC ART

The following formats **explicitly** do not comply with Production Ready Art Standards and if submitted, **will incur cleanup charges**. This is not a comprehensive list, rather a list of the most common unacceptable formats:

- PowerPoint
- Word
- Excel
- Publisher
- Scans of logo or Letterhead/business cards
- Page layout files (Quark, PageMaker, InDesign)
- JPEG
- GIF
- WMF

APPROVED PROFESSIONAL GRAPHICS SOFTWARE:

Preferred professional graphics software:

- Adobe Illustrator CS 2
- CorelDraw X3

Acceptable professional graphics software:

- Adobe Illustrator 10 or higher
- CorelDraw 10 or higher
- Latest version of Photoshop or Freehand

ARTWORK TRANSFER

1. Send artwork via email I
2. No compression for files under 4 megabytes
3. Include:
 - Production Ready Email Tag™ Information
 - a. Required
 - i. Subject: Artwork for PO # XXXXXX
 - ii. Company name & address
 - iii. Contact person for this art
 - iv. PO # and/or reference #
 - v. Phone number for questions on this art
 - vi. Email for questions on the art
 - b. Suggested
 - i. PDF rendering of artwork
 - ii. Brief description of the art
 - iii. Size of art



Better Artwork. Better Imprints. Better Business.

www.productionreadyart.com