

Artwork Submission Guidelines

For best possible results in reproducing your artwork, please follow the guidelines below when selecting what format of file you will provide:

- AI (native Adobe Illustrator file) This is the standard preferred file format by our graphics department.
- EPS (Encapsulated PostScript) Artwork output from a vector graphics program such as Adobe Illustrator or Corel Draw.

If the above formats are unavailable we will also accept the following:

VECTOR BASED IMAGES

- PDF (Portable Document Format) General Purpose file in the print industry. Usable as long as the PDF was originally created from a vector graphics program
- SVG (Scalable Vector Graphics)
- DWG (native AutoCad file)

RASTER BASED IMAGES

- PSD (native Adobe Photoshop file) * fonts used must be included with your submission, or rasterized
- JPG (or JPEG) Good for Photographic Images but only good for print if you save out with Excellent / Maximum quality.
- PNG generally larger and higher quality than a JPG. A PNG can be saved with transparent background.
- GIF formed from up to 256 colors from the RGB colorspace.
- TIFF (or TIF) large file size with no loss of quality when saving images.
- * Any raster image supplied should be saved with minimum resolution of 300 dpi. See Tech Notes below for further details

CAD DRAWINGS

- Your drawings are helpful in ensuring that we produce exactly what you need. However, since we need to convert your drawings into the proper format for our production processes, we can only use drawings that have live fonts or true type fonts embedded in them. Please note that .dxf or .dwg files do not automatically have embedded fonts.

FEE FOR GRAPHICS SERVICES

- Images that do not meet the above guidelines can be reworked by Express. These orders will be subject to a \$65 / hour graphics fee.

Vector

.AI
.EPS
.PDF
.SVG
.DWG



Raster

.PSD
.JPEG
.PNG
.GIF
.TIFF



Incompatible Logo and Artwork formats:

- DOC- Microsoft Word
- PPT- Microsoft Powerpoint
- XLS- Microsoft Excel
- Image files from websites

Tech Notes:

Files with a minimum resolution of 300 dpi (Dots Per Inch) or more will render the best quality. Images with low resolution or images saved from websites will reproduce with poor quality (less than 300 dpi.) and therefore are listed as "incompatible".

If submitted artwork is less than 300 dpi resolution, an art rebuild fee of \$60/hr. may apply.

Do not rename original bitmap/raster files as .eps or .ai, as these will not render desirable results when reproduced.

Vector versus Raster based images:

Artwork is preferred as vector based graphics (line drawings - .ai, .eps) as opposed to raster based (bitmap/jpeg) images. While a bitmap image appears smooth from a distance, when viewed up close you can see the tiny individual squares and dots (pixels) that make up the image.

Vector drawings are made up of graphical objects, consisting of smooth lines and continuous colors, and are resolution independent. When viewed up close or from a distance, vector drawings appear as smooth clean lines and edges. Vector images are easily scalable, and reproduce with the highest level of quality.

Reproduction Rights:

Customer warrants and represents that he/she is lawfully entitled to reproduce and copy the images or artwork ordered and has full authority to authorize us to reproduce and copy such images and artwork.

800.382.2323 (toll free)

858.549.8708

858.549.9828

Mail@ExpressCorp.com

9155 Trade Place, San Diego, CA 92126 | ExpressCorp.com

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