

## Bag Printing Artwork Submission Guidelines

**Our goal is to simplify the artwork submission process and minimize order discrepancies. We recognize that you may not have your project's files or artwork in the proper format. You may convert them yourself or have us do it for you. The conversion process may take some time, depending on the design and artwork's complexity. If we cannot accept files and artwork for printing, we can aid in file preparation for a minimum of half an hour at a rate of \$95 per hour (minimum ½ hour).**

### Preferred Artwork Submission Method

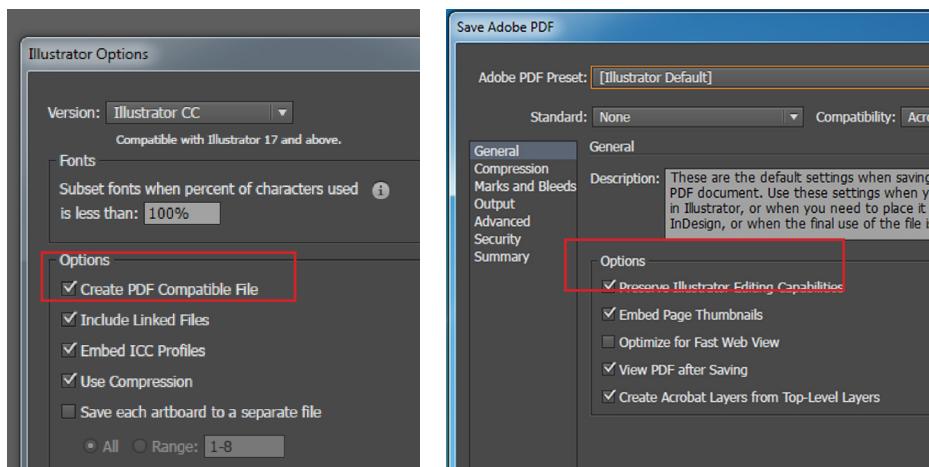
Our in-house art department works primarily in Adobe Illustrator and Adobe Photoshop.

- Please provide digital files whenever possible and include a printout or .jpg image of your file for reference
- Adobe Illustrator files (.ai, vector artwork) are preferred
- All fonts should be converted to paths (outlines) Non-converted fonts may be replaced with a similar font, unless the font file is provided
- Any raster images should be embedded or included separately

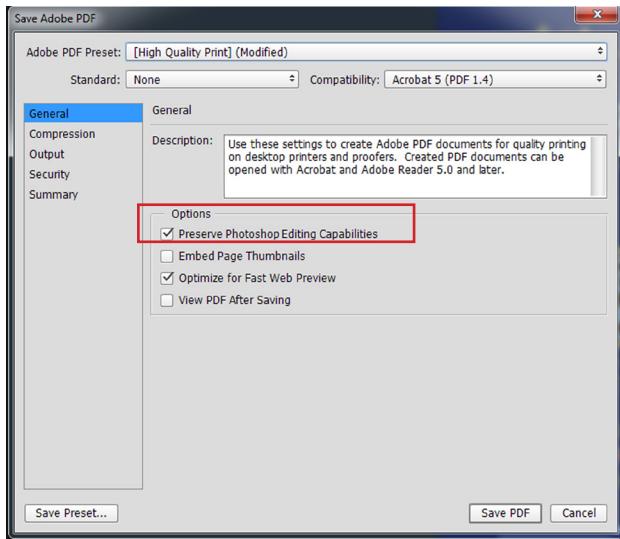
### Before you submit your artwork:

#### File Formats

The preferred file formats for submitting custom print designs are .ai, .eps, and .pdf. These formats ensure that the design is vector-based and can be scaled without loss of quality.



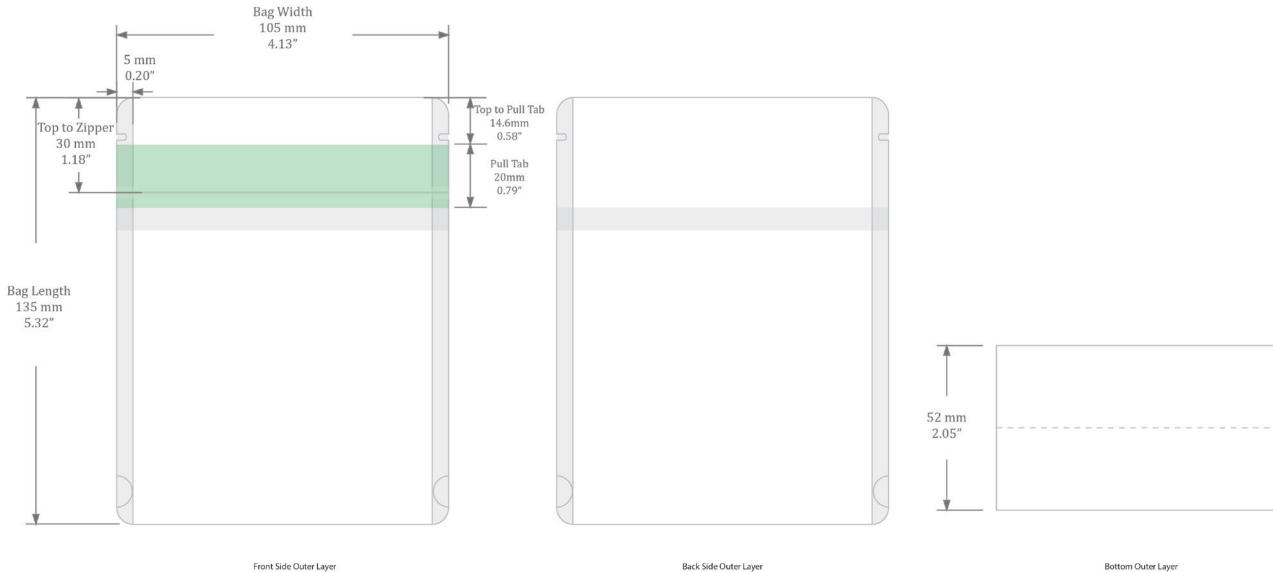
Save Illustrator files as a .ai, .eps, or .pdf file (Preserve Illustrator Editing Capabilities).



Save Photoshop files as a .psd, .tiff, or .pdf file (Preserve Photoshop Editing Capabilities).

## Bag Design Template

Upon receiving your product samples, we will provide a bag design layout template in both .pdf and .ai formats based on the product sample provided.



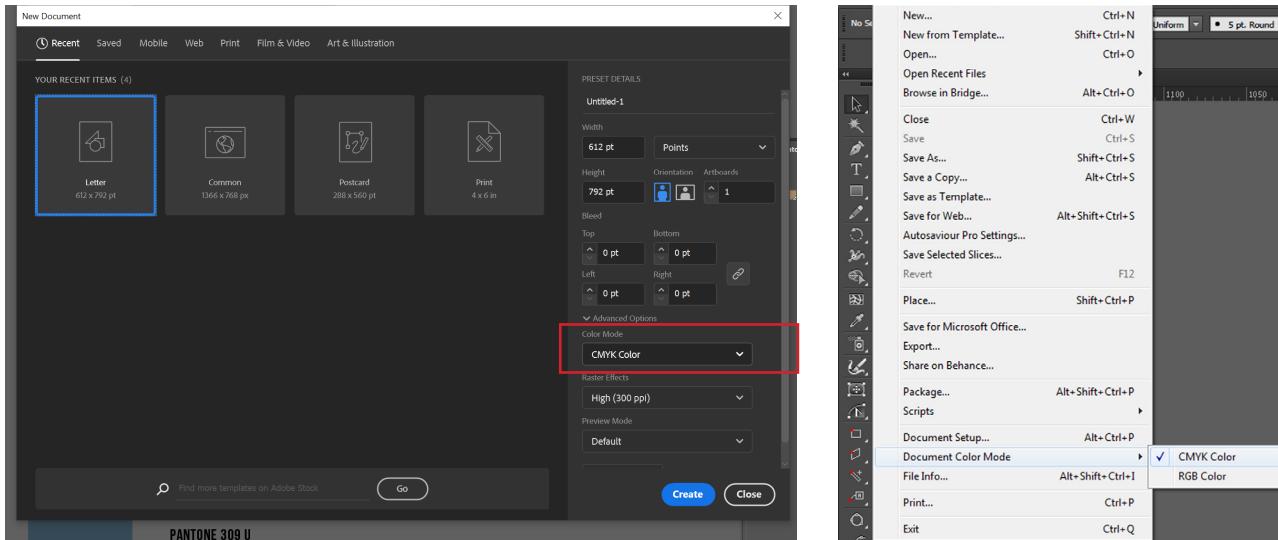
The layout shown above is for reference only. The actual template will be customized based on the size and specifications of your product sample after we receive it.

## Resolution: DPI

The artwork should have a minimum 300 DPI. RGB color model is not accept.

Photographic image files must be at least 300dpi. (Resolution in print terms refers to the number of dots per inch (dpi), or the amount of detail that an image has.)

Create the images or file with CMYK (Cyan, Magenta, Yellow and Black) channels, RGB (Red, Green and Blue) channels are not for printing.



## Size

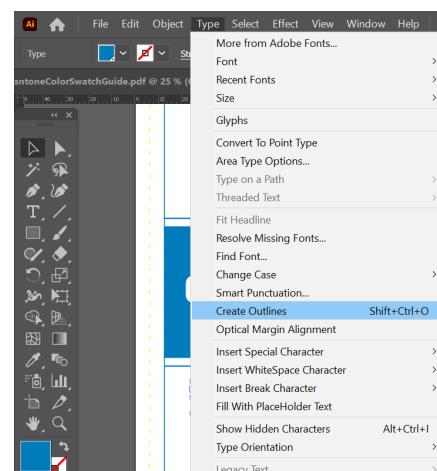
Please submit artwork in the actual size you want it to be printed.

## Bleeds

Submitted artwork does not require any bleed. We print right to the edge with color.

## Fonts

All fonts should be converted to outlines or embedded in the design file. This ensures that the font is preserved during printing even if the font is not installed on the printing equipment. Failure to convert fonts may result choosing a similar font as a replacement, and causing production delay, unless the font file is provided.



## Design

Delete all the hidden layers in the file that are not needed (do not just click the “eye” icon on the left to make invisible.)

All Transparent Areas must be on a separate layer named TRANSPARENT. Please indicate specifically which pantone color is designated for the ‘Transparent’ area.

## Revisions/ Image Editing

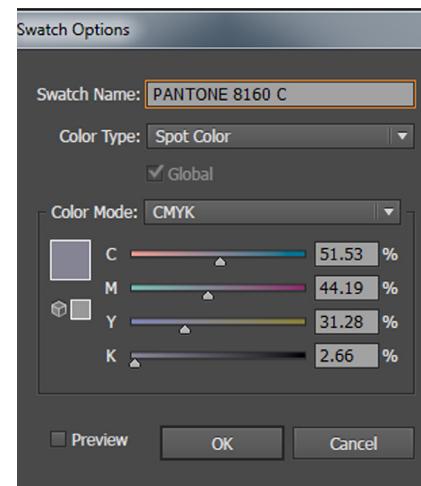
If revisions to your files are required, we can make those changes for you.

We charge \$95/hr., with a minimum of one hour for revision work. We can change proportion, text, color, size, etc.

## Color

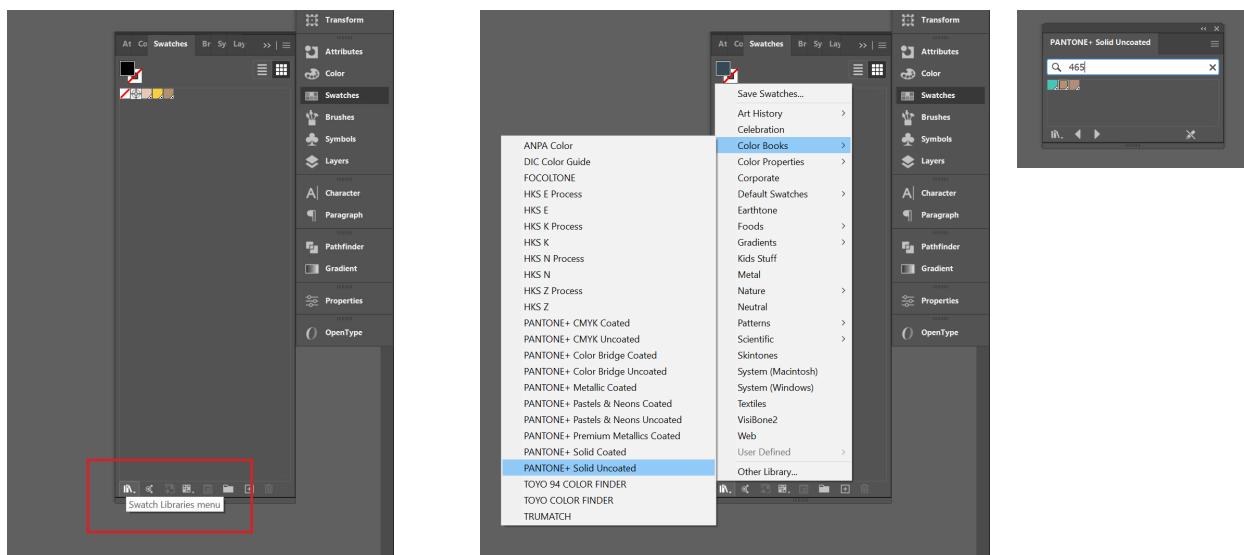
It is important to specify the correct Pantone colors or provide a physical sample to ensure accurate color matching in the final product.

We are not responsible for unsatisfactory color results. If the artwork is color sensitive, please contact us on pricing about our color matching services.



## How to find PANTONE Spot Color Books in Illustrator

Open Swatches panel, click Swatch Libraries menu, under Swatch Libraries menu, find Color Books, select the color system you need. Type in Pantone number in the search bar.



## Methods of Digital File Submission

- Drop Box
- Wetransfer
- USB Flash Drive
- Email

## Requirements By Method

- All jobs require Vector artwork. Raster artwork is acceptable. If only Raster artwork is available, a high-resolution image is required for optimum results.
- Raster artwork is only acceptable for photographs or other designs to be printed using 4 color process (CMYK).
- Raster artwork should be at least 300 dpi at 100% (Full print size).
- Small detailed raster artwork, images and elements require at least 600 dpi at 100% (Full print size) to ensure best printing.
- Simply raising the dpi of a lower resolution graphic will not improve the quality
- MOST graphics copied from web pages are not of acceptable resolution and may be copyrighted
- **EMBROIDERY** - Vector artwork is preferred. Raster artwork is acceptable. If only Raster artwork is available, a high resolution image is required for optimum results.

## Submission Tips

- Include a .jpg or .pdf for reference
- Convert all fonts to paths (outlines)
- Include or embed all placed images (ex. .tiff files)
- Submit artwork at actual size
- Never flatten/ merge layers

\*In order to proceed efficiently, artwork needs to be in the above acceptable format to be considered a valid formal submission.

\*One revision of the artwork proof is included. If there are any further revisions to the proof required, a charge of **\$25.00 per revision** will be added to the customer's account.

## Approval

Before printing the final product, a proof should be approved by the customer to ensure that the artwork is correct and meets their expectations.



Vector artwork is an image created of points and paths. This results in artwork that is editable, scalable and able to be separated for spot color printing.

Common Vector Files: .ai .eps  
(These file types may also contain raster artwork)



Raster artwork is an image created of many pixels. This results in artwork that is not editable, scalable or able to be separated for spot color printing.

Common Raster Files: .bmp  
.jpg .png .psd .tif