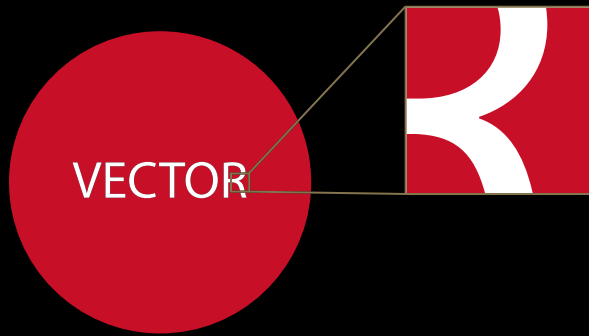
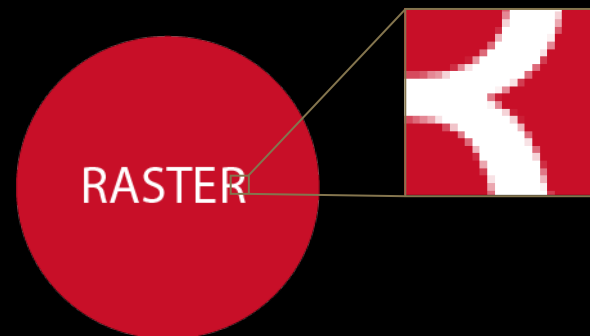


ARTWORK GUIDELINES



VECTOR ARTWORK (Preferred)

Vector artwork is digitally created with shapes, lines, curves, or paths that can be easily colored, manipulated, and resized without affecting the quality or resolution. We suggest vector artwork be created with Adobe® Illustrator®.



RASTER ARTWORK

Raster artwork is digitally created using pixels. It is important to have the proper resolution in your file. **Raster files should be created with the highest resolution possible (300 ppi) at ACTUAL SIZE.** If your file is not 300 ppi, you cannot just increase the resolution of the file. This is called "upsampling" and will result in a blurry image. We suggest raster artwork be created with Adobe® Photoshop®.

VECTOR (Preferred)



Please convert all fonts to outlines before submitting artwork. Note that script fonts will also need to be united. If specific colors are required, please refer to our stock PANTONE® color palette*.

RASTER



Please provide artwork with the highest resolution possible (300 ppi) at the actual size you would like it to be reproduced. When possible, raster files will be converted to vector format and sent to client for final approval**. If specific colors are required, please refer to our stock PANTONE® color palette.*

*Colors outside our stock PANTONE® color palette may require an additional charge

**Low resolution files that need digital recreation may require an additional charge