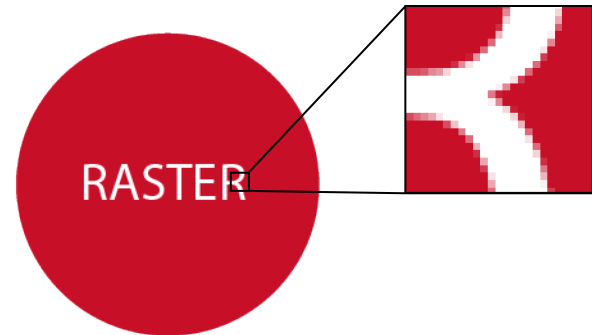
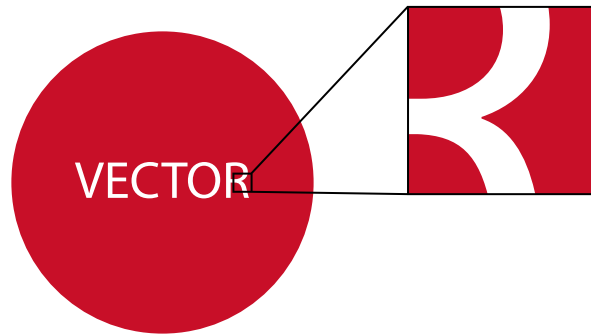


# CUSTOM Artwork Guidelines



## 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. Programs like Adobe® Illustrator® are generally used to create vector artwork.

## 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 (150 dpi or higher) at ACTUAL SIZE.** Enlarging raster artwork is not recommended. We suggest raster artwork be created in Adobe® Photoshop®.

## ACCEPTABLE ARTWORK

### VECTOR



Please convert all fonts to outlines or curves before submitting artwork. Note that script fonts will also need to be united. If color changes are needed, please provide a color from our PANTONE® color palette\*.

### RASTER



Please provide artwork with the highest resolution possible (at least 150 dpi) at the actual size you would like it to be reproduced. Avoid using images from the internet as most do not print with an acceptable level of quality\*\*. If color changes are needed, please provide a color from our PANTONE® color palette\*.

\*colors outside our color palette may require an additional charge

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