ART REQUIREMENTS

Art files of any size up to your maximum outgoing email limit should be sent to brett@pacificsportswear.com. Or you can send a CD-ROM or DVD. Please include a customer approved color printout of the the art. Another service we like is: http://www.yousendit.com (enter brett@pacificsportswear.com as the recipient) which allows the uploading of very large files for storage for up to 7 days. We will be notified immediately by email that we have a download available (of your file)

We prefer Adobe Illustrator (version CS3 or older), or EPS files but we also accept Photoshop, PDF or Indesign Files. In illustrator, please remember to convert type to "outlines". In other files please include fonts. All computer generated artwork must be PC based (not MAC) and in Vector format, created by a vector based graphics program such as Corel Draw, Adobe Illustrator or Freehand. Our file format of preference if, from Corel or Freehand would be a file saved as an AI eps or PDF as we cannot open the live Corel or Freehan files.

When submitting electronic artwork make sure that all text has been converted to curves or outlines and that all outlines are set to scale and when using colors in your design *please* use only Pantone Spot colors not CMYK or RGB. Any questions regarding these guidelines can be answered by our Art Department.

Our maximum imprint area is 21" x 21". All jobs will be reviewed with concern to garment size and press platen size.
- ✓ Art files saved as AI, EPS or PSD.
- ✓ Fonts in the file converted to outlines or include all font files used.
- ✓ File/art saved **at size to be printed**.
- ✓ Supporting files created outside of illustrator - saved at 150-300 dpi and forts converted.
- ✓ Colors in the file saved as Pantone (PMS) colors.
- ✓ Files not following guidelines could result in poor quality imprints and may have redraw/art charges applied.
- ✓ A pixel based or photographic image saved as ai, eps or pdf is not considered a vector file.

WHAT KIND OF ART IS NEEDED FOR SCREEN PRINT?

All files should be submitted in an Adobe Illustrator vector format. If a raster file is submitted, it must have been created at a minimum of 150 dpi at the size the image will print. Please note, web art or an image from the internet is never usable as is. These files are 72 dpi and cannot be up-sampled. Quark, Publisher, PowerPoint, Word, Excel, MS Paint, etc., are not usable formats. Quotes on separation charges and redraw fees are recommended and available upon request.

WHAT IS THE DIFFERENCE BETWEEN A RASTER FILE AND A VECTOR FILE?

VECTOR ART
File extensions: .ai, .fh, .cdr, .eps, sometimes .pdf.
Vector art is an image composed of paths. The terms outlines, curves, fonts, and spot colors are commonly used when discussing this file type. These files are created using Adobe Illustrator, Macromedia Freehand, Corel Draw programs. These files are very manipulatable. They are generally the same type of files that an offset printer would use to do letterhead, envelopes etc. These file types are best for garment printing.

These files are such that various elements of the design can be manipulated in any way. Color, size, shape etc. Vector art easily translates to "Spot colors". Spot colors are solid PMS colors that are called out for elements in the art. For example; Red-PMS 186c, Blue-PMS 285c, Green-361c etc. We can make each element of the design exactly what color you want. We can move every element. We can resize it without degradation of the design or image.

Important- When sending vector art in any of the above mentioned formats, you must convert the fontsused in the file to graphics. This is also referred to as converting to graphics, converting to outlines, converting to curves or expanding. All of the programs have this function available. It can usually be accomplished by selecting all and then going to the "Font" tab on you tool bar and scrolling down to the appropriate command.

RASTER ART
File extensions: .psd, .jpeg, .gif, .tif, sometimes .pdf,
Raster art is art created using a bitmap type program and is an image composed of "pixels". The terms resolution, redraw and separations are commonly used when discussing this file type. These files are usually scanned, taken from the web or created in Adobe Photoshop. Typically these images and non editable with out redrawing them. The design will be made of small squares. These files are typically RGB (Red Green Blue) or CMYK (cyan, magenta, yellow, black) and cannot be set as a Spot color with out being converted to Vecotr graphics or set to gray scale, then set as a spot color. These file types are not the most desirable files for garment printing unless your design is full color. (4 Color Process on white or light garments) They are usually pretty small in size also. When they are enlarged the imperfections become magnified many times due to the lower resolution and the pixelation. They will not give you a clean or sharp edge.

In many cases these file are not usable. .jpg, .bmp, .gif are generally low resolution files. These files will most likely not work. We may be able to recreate your design for you if this is the case, we should be able to work from whatever file type you have in order to recreate it or redraw it. You cannot make a lower resolution file such as these, better by resaving it at a higher resolution or as another file type (.eps .tif etc.)

A .tif, .tiff file saved at 300 dpi at actual size will work well in most cases for 4 color process/ full color printing. It will can also be used to print a one color when converted to a single color. This only works if the files are saved as a 300 dpi or higher from the original program. You cannot make a lower resolution file better by resaving it at a higher resolution.

HOW FILE TYPES AFFECT WHICH SCREEN PRINTING APPROACH IS USED

* Vector Graphics Spot Color Artwork for Screen Printing
  Vector Spot Color
  (.ai, .eps, .cdr)

Files are entirely composed of paths. All fonts are converted to outlines or curves. This file type can be printed on light or dark garments. This is by far the most common way logos and designs are submitted for most basic screen printing jobs and don't incur any art fees to process them.

* Spot Process Art for Screen Printing
  Vector or Raster Spot Process

Art that uses half tones of a spot color to make gradients in an image but is NOT an actual photograph is usually classified as "spot process". Many corporate logos utilize this blending and shading to give depth to flat images. These files can be complicated vector graphics created in Illustrator or non-photograph raster images created in photoshop. These files can be printed on light or dark garments but, depending on the design, may require some color separation fees.

* 4 Color Process Screen Printing Art
  Raster 4 Color Process
  (.jpg, .gif, .bmp, .tif, .pdf, .psd)

Photographic images that will be printed on light or white garments. 300 dpi native resolution is required to archive a clean print and process color separations and screen fees will apply. Usually done with 6-8 screens.

* Simulated Process Screen Printing Art
  Raster Simulated Process
  (.jpg, .gif, .bmp, .tif, .pdf, .psd)

Photographic images that will be printed on colored or black garments. 300 dpi native resolution is required to archive a clean print and simulated process color separations and screen fees will apply. Usually done with 8-10 screens..