



SINERGY MERCHANDISING CONCEPTS, Inc.

P.O. Box 1908 Spring Hill, TN 37174

PH: 615.261.8592 PH: 714.255.1000

These Artwork Guidelines define the quality criteria that determine the readiness of each of these common artwork formats. The guidelines cover both vector and raster art files, as well as information specific to page layout programs like QuarkXPress®, Adobe® InDesign® and PageMaker®.

Vector Artwork Files

Must be saved in the Postscript™ Format and contain no Postscript errors, stray points or colors assigned inconsistently to the supplier's published requirements. Note: Due to the wide range of native software packages, please check with us to determine the best format for delivery of your vector files.

All type that has been set must be converted to outlines (curves). If future changes to the text will be necessary, the original font file must be supplied with the art file for use on our specific computer platform (PC).

All design elements in the file must meet our minimums for line thickness. Failure to do so may compromise the final imprint quality.

If the vector file contains any linked (placed) raster images, these images must meet our minimum requirement for resolution when rendered at 100% actual imprint size and must be submitted with the original vector file.

Raster Artwork Files

All raster elements and art files must be sized to 100% or larger than the actual imprint size.

All raster images must meet or exceed our minimum resolution (pixels-per-inch) when rendered at the actual imprint size.

All raster elements must be in the proper color space (RGB or CMYK)

Page Layout Documents

Page layout documents must be prepared to render the artwork and all of its elements at 100% of the actual imprint size.

In addition to submitting the page layout documents, all vector and/or raster files that are referenced by the page layout document must also be included.

Include any fonts that were used in the production of the page layout document for use on our computer platform (Mac or PC).

Acrobat (PDF) Files

PDF files created from vector files must retain the editing capabilities of the program that was used to create them (e.g. Illustrator® or Freehand®)

PDF files that contain raster elements must meet the minimum requirements for raster art files .

PDF files containing vector elements must meet the minimum requirements for vector art .

PDF files created from page layout documents should be submitted together with the source documents, fonts and all supporting files.

Artwork Guidelines

Useful Terms

Vector Artwork: Artwork that stores geometric information about shapes and lines called vectors. They can be scaled easily without producing the stair-step edges you will see on pixel based (raster) images. They adapt to the resolution of any output device and are considered to be resolution independent. They are generally produced by programs like Adobe® Illustrator®, Macromedia® Freehand® and CorelDRAW®.

Raster Artwork: Artwork and images that are defined by a grid pattern of pixels or dots, similar to if you were to view a newspaper photograph under magnification. Raster images are dependent on the number of original pixels and cannot be enlarged without producing noticeably jagged, stair-stepped edges. They are produced by digital cameras, scanners, and can also be created by programs like Adobe PhotoShop® and CorelPHOTO-PAINT® (among others).

Spot Color: Solid, generally flat fields of color. Used for silkscreening where the printer can lay down several solid areas of color to produce multi-colored artwork; also used to identify additional colors in a four-color process file or print job.

Color Space: Refers to the use of color in an imprint or graphic file. Defined for our purposes as spot color, no color, RGB or CMYK.

RGB: Colors defined using a combination of three colors—red, green and blue—to produce millions of other colors.

CMYK: Colors defined using a combination of four colors—cyan, magenta, yellow and black—to produce millions of other colors; often referred to as four-color process.

Resolution: The number of pixels or dots used to represent a raster image. Described in PPI (pixels per inch) or DPI (dots per inch). Low-resolution images may be as low as 72 dpi (or less). High-resolution images may be as high as 600 dpi (or more).

- No matter what the format or transfer method, artwork should NEVER be submitted without either a hard copy proof or the electronic equivalent. Properly prepared PDF files are often suitable as proofs.
- Any fonts used in the production of art files should be converted to curves (outlines) prior to submission. If future typesetting will be required, the original font files must be included with the artwork file to be used on our specified computer platform (PC).
- Only professional software packages may be used to produce artwork. Although programs like Microsoft® Word and Publisher are useful tools, they are not capable of producing art files of a quality necessary for imprinting purposes.