

Production Ready Art

# Guidelines for

Direct Color Products



The Following File Types are Acceptable Formats of Production Ready Art:



**AI Adobe Illustrator**



**EPS Encapsulated Post Script**



**PDF Adobe PDF**



**JPEG High Res JPEG (150 dpi at Actual output size)**



**TIFF High Res TIFF (150 dpi at Actual output size)**

**For the Best Quality and Quickest turnaround of your order please follow these FILE PREPARATION TIPS:**

**PROPORTION:** Scale your design to the proper output size  
(Swivel drive: 1" x .5", Stick Drive: 1.375" x .5")

**PREFERRED FORMATS:** For Logo .AI Files, for Images High res JPEG

**NO, NO FONTS:** For Vector files, **convert text to outlines or curves.**

**PLEASE:** No small gif or low res web JPEGS please - They Will Not Work.

### The Final Word:

All files must be created in approved professional graphics software as specified above. Files submitted that do not conform with the approved Software formats are not considered Production Ready Artwork and your order will be delayed