

The quality of your product and the speed it is produced is greatly affected by the artwork provided.

If you follow these basic guidelines it will help to ensure that your project is produced correctly to your specifications and on time.

✓ **Outline All Fonts**

✓ **No Additional Bleed**

✓ **Scale Art Properly**

✓ **Indicate PMS Colors**

✓ **Not Too Close To Edge**

✓ **Resolution 300dpi at Full Size**

Allow for bleed

There may be exceptions on large format banners & signs.

File Formats

- **Adobe Illustrator (AI or EPS)**
- **EPS**

- **Adobe Photoshop**
- **JPEG**

- **Adobe Acrobat (PDF)**
- **TIFF**

EPS - When using a sign design program or vector based software convert all fonts to outlines, paths or curves, embed all images, indicate PMS colors and save or export as an EPS file.

InDesign and Quark files can only be used if all fonts are outlined, all images are embedded and the file is exported as an EPS file.

Vector Art

Vector artwork is made up of lines and curves. Vector files are not resolution dependent and can be enlarged and reduced without losing image quality.

Outline all fonts! Spartan has a large library of fonts but with the vast amount of programs and fonts, it is best to outline all fonts to preserve accurate design. Even fonts with the *same name* can change when printed.

Do not add any additional bleed. Setup file to actual size or have your Sales Rep confirm imprint size and send back a revised PDF for your approval.

If you are using Corel Draw or another vector based program, convert all fonts to curves and export file as an EPS.

Rastered Art

Artwork that is built digitally as rows of pixels to make up an image. Raster files are resolution dependent and cannot be enlarged without losing image quality. Photographs, Photoshop files, JPEG, TIFF, BITMAP, GIFS and Web images are raster images.

Raster art files should be set up optimally at 300dpi at actual size.

Raster art should be in full color RBG/CMYK. If your art contains type or thin lines, they must be placed and saved in Adobe Illustrator or a EPS file exported as a **press ready** eps/PDF.

Spartan FTP

When sending any large file (*Over 10mb is a good cut-off as a rule of thumb*), you can upload your files to Spartan's FTP.

URL: **ftp://fs1.spartanpromo.com/**
USERNAME: **ftp-spartan**
PASSWORD: **spartan**

Art Charges

Changes or work done to customer supplied artwork by HOG will be subject to art charges of \$30/hour, with a \$15 minimum art charge.