

Digital Art Guide

The Best Quality Source Art = The Best Quality Imprint



QUALITY ELECTRONIC SOURCE ARTWORK

The source artwork that you submit will be used to create the imprint on the product that you have ordered. Quality source artwork is essential for producing an accurate reproduction of your logo. Although we use state of the art printing processes, the final product will only look as good as the artwork submitted to us. The following information will assist you in acquiring the best quality source artwork.

A high quality copy of your artwork or logo in an electronic file format is the preferred way of submitting electronic artwork. Electronic artwork is divided into two distinct types, **VECTOR** and **BITMAP**.

BITMAP IMAGES

...are made up of little individual colored dots (pixels) that create an overall image (ex. Photograph). These pixels are set to a rigid grid and depending on the resolution [ex. dots per inch - 72 dpi (low) - 150 dpi (medium) - 300 dpi (high)] they will determine the sharpness and quality of the overall image. When you increase the size of a **BITMAP** the quality will suffer and pixelation will occur so these files are NOT usually preferred.

File formats that are BITMAP ⇨ JPEG, TIFF, PSD, EPS (PhotoShop EPS).

VECTOR IMAGES

...are made of a series of lines, points and curves - not bound to a rigid grid or resolution, but based on mathematical calculations made by the computer. **VECTOR** images have smooth edges and can be easily scaled up or down without losing image quality. PMS colors can be easily added or changed with a click of a button (unlike bitmap images). **VECTOR** art is ALWAYS preferred.

File formats that are VECTOR ⇨ AI, EPS (Illustrator EPS), PDF (Only if it was originally designed in Illustrator)

It's all in the bag!

A. RIFKIN Co.
Established 1892

FILE FORMATS ACCEPTED

ADOBE ILLUSTRATOR CS3® ⇨ .ai, .eps, .pdf (preserve illustrator capabilities - Do NOT compress)

⇨ This is our primary and preferred format for submitted Electronic Art.

ADOBE INDESIGN CS3® ⇨ .indd, .eps, .pdf (press quality)

⇨ This is our second preferred format for submitted Electronic Art.

ADOBE PHOTOSHOP CS3® ⇨ .psd, .eps, .tiff

⇨ Submit at 100% of the size to be printed and 300 ppi/dpi resolution or higher.

If you have a file in a format that is not listed above, there may be a charge to redraw the image or art as **VECTOR.*

*For details please contact Customer Service **1-800-458-7300**.*

PageMaker, Quark (.qxd), PowerPoint, Word, Excel and any other Word Processing or rudimentary painting programs cannot be readily utilized and accessed by our art department for printing purposes.

IMPORTANT INFORMATION FOR ALL FILES

⇨ When submitting 300 ppi/dpi resolution **BITMAP** images the size of your **BITMAP** should be **ACTUAL SIZE** (or **LARGER**) of the finished print.

**Images that are submitted to us at lower resolutions than recommended or smaller than 100% of what will be the final print size, will be output as sent with no guarantee of quality of the print. We cannot raise the resolution here.*

⇨ **Please send black and white ONLY artwork when your final print will be in ONE color.** It does NOT matter what color your final design will be, still submit art in black and white and notate on your order what color your print should be.

⇨ **If your final print will be MULTIPLE colors**, please send color artwork indicating **STANDARD PMS** or **CMYK** spot colors.

⇨ **Please include a color JPG or PDF of your finished art for our reference.**
(This can be low resolution, and will not be used for printing).

⇨ **DO NOT send us the only copy of your artwork file.**
(The disk or file could possibly be lost or damaged through the mail. An exact COPY of the original is preferred).

FONTS

To guarantee your font match, please send **TRUE TYPE** fonts (PC).

When PC fonts are substituted for MAC fonts, they may differ. To avoid this variance, we recommend, by using your illustration program, "creating outlines" or converting all text "to curves" in your file.

Do **NOT** send in MAC fonts, even if they look the same as the PC version. We cannot install them.

SUBMITTING YOUR FILES

We prefer to receive your files electronically, but we will also accept CD-ROMs.

Please email your files to: artwork@arifkin.com

Or, visit our website, www.arifkin.com and upload your files through our FTP site.