



8831 S. Greenvlew Dr.
Middleton, WI 53562
608-836-9111 x202

ART GUIDELINES

MACINTOSH and WINDOWS platforms accepted.
We use MACINTOSH computers for designing and separating purposes.

Vector Files - Preferred

Vector files use mathematical formulas to create a digital image. They can be re-sized without affecting quality. Top Promotions uses Adobe Illustrator for most separating and designing purposes.

- **All Fonts need to be converted to outlines;** unless we need to do any editing to your type. In that case, please include all fonts with your file.
- Do Not place or insert any raster graphics into your design. This includes JPEG, TIFF, PSD and BMP files. They are not vector and will have to be redrawn which will incur additional charges.
- Do Not use transparency and gradient mesh options in your design. These do not separate properly.
- Export any CorelDraw or Freehand files as EPS files and remember to convert all type to curves or outlines.
- Please indicate the size and placement of the design with a background layer representing the color of the garment or item.
- Art should be sent at Imprint Size. A Standard Imprint Size list is available upon request.
- We use PMS spot colors in our printing process. Four color process designs will incur additional charges.
- Adobe Illustrator CS4 or lower

Page Layout Programs - not preferred but accepted

- Quark and InDesign are page layout programs used to combine raster and vector art. We prefer to use the original Illustrator or Photoshop files whenever possible.
- Please include all supporting files and fonts if sending .qxd or .indd files.
- Quark 6.0, InDesign CS4 or lower

Raster Files - accepted; add'l charges apply

Photo programs, such as Adobe Photoshop, are raster based and use pixels to create an image. Web and monitor graphics are shown at a 72 resolution (dpi, ppi, spi, lpi) and NOT acceptable. For print we need a resolution of **300 dpi at actual print size** or higher. Every time you enlarge a raster image the pixels get larger and create a jagged look.

- Please send us the layered Photoshop file whenever possible.
- If the image was created in a different program such as PhotoPaint, please export the file as a 300 dpi .TIFF file (at actual print size).
- Do not send .JPG files if at all possible. Jpeg files are a lossy compression format that is not acceptable for screen printing.
- All realistic or high end designs are printed as simulated process (not 4 color process) and are subject to \$150 - \$650 in separating charges
- Adobe Photoshop CS3 or lower.

Unacceptable Art

- Programs such as Word, Excel and Powerpoint are not usable art and will require additional art charges.
- Anything that needs to be scanned in and recreated, such as a business card, matchbook, web image or old T-shirt will be a minimum of 1 hour art time.

Creative Art Services

We can create just about anything you can imagine. More art time is required for complex design development. Our design department can combine your sketches, photos and ideas into a unique one-of-a-kind design. We can give you an estimate on howmuch time your design concept will require.

These guidelines are meant to provide an accurate and speedy process for your orders. We require an order being placed BEFORE artwork is initiated. All orders require a min. of 1/2 hour of Art Time. Charges will be added depending on the quality of the files received. Art Time is priced at \$40/hr. Please ask to see our stock color samples or specific PMS colors can be matched for an additional charge. Art will be sized at what we determine appropriate unless specifically stated by the client or in the art file. Proofs will be e-mailed to the client approximately 1 week before printing for an approval. Failure to respond may delay your order. We reserve the right to decline printing any design we deem unacceptable for ethical reasons or copyright infringements.

E-mail Art Files to
artdept@toppromotions.com

If file is over 7Mb please contact us.

Please contact the Art Department at 608-836-9111 ext. 202 with questions or concerns