

# ART GUIDELINES

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## Acceptable File Formats

- Photoshop **psd** files (document\_title.psd)
- Illustrator **ai** files (document\_title.ai)
- Vector **eps** files exported from Photoshop, Illustrator, or other (document\_title.eps)

## Image Resolution:

- **600 to 1200 dpi** provides the best clarity in finished graphics
- We DO NOT recommend using low-res files (logos or graphics) downloaded from the Internet. These files do not reproduce well and will need to be re-drawn unless original files are available.

## Color Requirements:

- Color graphics must be **CMYK** (not RGB)
- Grayscale or Black & White color modes may be acceptable if the printed product will use black ink only.

## Graphic Applications

- **PREFERRED** applications that support these requirements are **Illustrator** and **Photoshop**
- **ACCEPTABLE** applications include CorelDRAW, PageMaker, QuarkXPress, and FreeHand
- **UNACCEPTABLE** applications include Word, PowerPoint, Publisher, and any faxed file or film document.
- *We can re-create your art into a format acceptable for our suppliers at a nominal charge. Please contact our art department or your customer service representative for further details: [signature-art@comcast.net](mailto:signature-art@comcast.net)*

## Tips & Additional Recommendations:

- *Convert fonts to “outlines” to ensure that the fonts transmit and reproduce properly (this option is available in Illustrator)*

Please forward art files to:  
**[signature-art@comcast.net](mailto:signature-art@comcast.net)**