

GRAPHIC & PRINT GUIDELINES

IMPRINTED GRAPHIC SPECS

PRINT METHOD	PRODUCTS	ACCEPTABLE FILES	FILE FORMAT	IMPRINTING SPECIFICATIONS
1-Color Thermal 2-Color Thermal	Table Throws Runners Directors Chairs	Vector Only w/Fonts Outlined	Adobe Illustrator .ai / .eps / .pdf	CMYK & PMS colors (No gradients or halftones) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes at actual print size
Full-Color Thermal	Table Throws Runners Directors Chairs Tents	Vector Preferred w/Fonts Outlined	Adobe Illustrator .ai / .eps / .pdf	CMYK & PMS colors (Halftones/percentages of PMS colors and contained gradients are acceptable) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes, at actual print size
Screen Printing	Table Throws Runners Flags Banners	Vector Only w/Fonts Outlined	Adobe Illustrator .ai / .eps / .pdf	PMS colors only (No gradients or halftones) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes at actual print size
	Lanyards	Vector Only w/Fonts Outlined	Adobe Illustrator .ai / .eps / .pdf	Screen Print Stock & PMS colors (No gradients or halftones)
	Value Totes Esprit Trade Show Totes Carry-All Convention Totes Recycled Cotton Totes Natural Cotton Totes Drawstring Backpacks Insulated Lunch Bags Die-Cut Bags	Vector Only w/Fonts Outlined	Adobe Illustrator .ai / .eps / .pdf	Screen Print Stock & PMS colors No white space required between 2-color imprints Minimum line thickness .031" (2 pt. stroke) Minimum 16 pt. font (Artwork with two or more colors must be pre-approved)
Hot Stamp Foil	Frosted Die-Cut Handle Bags Soft Loop Frosted Shoppers EuroTote Shoppers Kraft Shoppers Tinted Shoppers	Vector Only w/Fonts Outlined	Adobe Illustrator .ai / .eps / .pdf	Hot Stamp Foil Stock colors only Minimum .125" white space between colors Minimum line thickness .015" (1 pt. stroke) Minimum 10 pt. font (Non-woven material requires minimum 6 pt. line thickness and 19 pt. font)
Flexographic Print	Full Bleed Kraft Shoppers Spot Color Earthcare Die-Cut Handle Bags	Vector Only w/Fonts Outlined	Adobe Illustrator .ai / .eps / .pdf	PMS Spot colors only (Artwork with halftones must be pre-approved) Minimum .03125" white space between colors Minimum line thickness .015" (1 pt. stroke) Minimum 10 pt. font
Full-Color Transfer	Value Totes Esprit Trade Show Totes Carry-All Convention Totes Recycled Cotton Totes Natural Cotton Totes Drawstring Backpacks Insulated Lunch Bags Die-Cut Bags Kraft Shoppers Tinted Shoppers	Vector w/Fonts Outlined Raster w/Links Embedded	Adobe Illustrator .ai / .eps / .pdf Adobe Photoshop High Resolution .tif / .psd / .eps .pdf / .jpg	CMYK & PMS colors Raster images must be created at actual size with resolution of at least 200 dpi Minimum line thickness .042" (3 pt. stroke) Minimum 18 pt. font (Thin serif fonts are not recommended)
Full-Color Aqueous Inkjet	Floor & Table Top Displays, Retractors, Banner Stands, Coolers, Plinko, Sign Displays, Light Boxes	Vector w/Fonts Outlined Raster w/Links Embedded	Adobe Illustrator .ai / .eps / .pdf	PMS colors preferred (CMYK/RGB accepted) Print ready art (on our product templates) Full-color artwork including gradients, raster/photo images and bleeds Raster images must be created at actual size with resolution of at least 200 dpi
Full-Color Solvent, Eco-Solvent & UV Inkjet	Retractors, Banner Stands, Vinyl Banners, Sign Displays		Adobe Photoshop High Resolution .tif / .psd / .eps .pdf / .jpg	
Full-Color Dye Sublimation Inkjet	Front Panel Only & Full Bleed Table Throws, Tents, Fabric Banners & Flags, Sail Signs, Fabric Light Boxes, Brilliant Boards, Deluxe Lanyards			



VECTOR ART

(Recommended for most applications)
Typically any file ending in .eps, .ai, or .pdf designed with a vector based program that can be scaled to any size while appearing crisp. Also known as line art.



RASTER ART

Any file ending with .psd, .tif, .jpg, .bmp, .gif or any photographic image. Raster art is composed of pixels that when scaled larger, will look jagged or pixelated. Also known as bitmap art.

UNACCEPTABLE FILE FORMATS:

Quark, Corel Draw, Word, Power Point, Excel, Publisher, Pagemaker and low resolution scanned images.
InDesign files, unless exported to an .eps or .pdf format, will incur additional art charges or be rejected.