



ARTWORK GUIDELINES

WHAT FILE TYPES ARE ACCEPTABLE?

Files from vector programs are Adobe Illustrator, In-Design, and Corel Draw.

- Convert the entire file contents to curves/outlines.
- Please save as .AI, .EPS, or .PDF so the file is acceptable.

WHAT FILE TYPES ARE **NOT** ACCEPTABLE?

All **Photoshop** files and files saved from a Photoshop file (*ie: JPG, PNG, TIFF, etc.*), generally speaking, are not acceptable files.

If needed, we can re-create your artwork for a fee. We will re-draw your artwork based on the following:

1. Send us a purchase order that includes the artwork fees.
 - a. Fees are based on the time it takes us to re-create the logo.
 - b. Have us print as is. A basic outline of your logo will be created. The better resolution of the photo provided, the better quality of outline, however we can not be held responsible for **any** flaws if the file is not in vector format.
2. If an order is cancelled after any artwork has been created, the artwork charges still apply.

REPEAT LENGTH & TAPE TERMINOLOGY

There is one repeat length listed below: 4". When designing artwork, it should fit the dimensions, with text being no smaller than 1/16". However, every artwork is different and can be discussed with sales representatives and designers as needed should there be a need for clarification.

