

# GUIDELINES FOR DIGITAL ARTWORK

## INTRODUCTION

Please follow these guidelines to ensure proper processing of your order.  
*Fonts or files in the wrong format will delay your job and incur artwork charges.*

*We will accept Window files in these applications:*

## APPLICATIONS:

- *Adobe Illustrator Creative Cloud*
- *Adobe Acrobat (PDF files)*
- *InDesign Creative Cloud*
- *Adobe Photoshop Creative Cloud*

## ESSENTIAL ELEMENTS

- 1) Document / Layout - Vector artwork formats are **required** for Adobe Illustrator, Acrobat, and InDesign. In addition, please submit an actual size laser printout of your file to ensure accurate layout and text.  
*Note: Color laser print-outs are not considered to be an exact likeness or color match. If you want an exact likeness or color match, please submit a matchprint.*
- 2) Fonts - Please send your fonts converted to outlines. If we do not receive your fonts we will substitute our closest fonts.
- 3) Supporting Art / Images - Illustrator images should be saved as EPS outlined files. Photoshop single color images should be saved as high resolution PSD, TIF, or JPG files. Photoshop multicolor files should be saved as CMYK. **Please submit original files.**
- 4) Four color process printing requires a matchprint proof.

Our printing process requires artwork in vector format.  
Below is a quick explanation of art file types:

## RASTER VS. VECTOR ARTWORK

### Raster Artwork

Definition: Any artwork composed digitally of horizontal and vertical rows of pixels to make up an image. Raster files are resolution dependent and cannot be edited or enlarged without losing image quality.

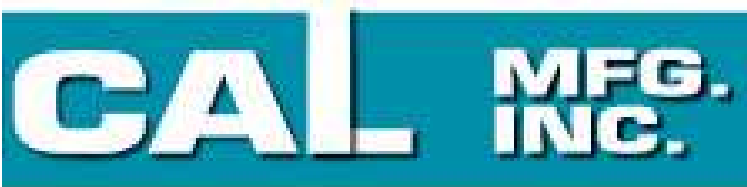
Typical File Types: .psd .tif .jpg .gif .bmp .png

Important Note: The file types above are always raster images and are rarely considered useable. If you are unsure about your files please submit to our art department for prior approval.

Raster Artwork viewed at 100%:



Raster Artwork viewed at 500%:



### Vector Artwork

Definition: Two dimensional artwork made up of mathematical lines and curves. Vector files are resolution independent and can be enlarged infinitely without losing image quality.

Typical File Types: .ai .eps .indd .pdf

Important Note: The vector file types shown above can contain raster art. If you are unsure about your files please submit to our art department for prior approval.

Vector Artwork viewed at 100%:



Vector Artwork viewed at 500%:



## **SPECIAL NOTES**

- 1) All resolution dependent images (raster images such as scans, stock photography, digital photos, etc.) must be created or scaled to actual size and at a resolution of 300ppi (pixels per inch) or the image will appear grainy or bitmapped.
- 2) Do not set type in pixilated programs such as Photoshop. This creates bitmapped edges. Instead, use a vector application such as Adobe Illustrator or InDesign when including type with your logo or other artwork.
- 3) **TECHNICAL MFG.** is not responsible for the appearance of any product that has not been press proofed. Laser printouts and e-mail viewing are not considered to be an exact likeness or color match for your press run.
- 4) Incomplete files requiring resizing, trapping and CMYK conversions, etc. or other necessary work will be billed at an hourly rate of \$75, with a \$50 minimum.

## **SUBMIT ARTWORK TO:**

E-mail: [artwork@technicalmanufacturinginc.com](mailto:artwork@technicalmanufacturinginc.com)

When sending files larger than 5MB via email, compress attached files with Stuffit Deluxe or WinZip to ensure quicker transmission. Do not e-mail files totaling more than 5MB. We have experienced problems and major delays in receiving large file attachments.

Postal or Express Mail:  
Art Department  
**TECHNICAL MFG. INC.**  
2380 North Lark  
Fenton, MO 63026 - USA  
(636) 677-6610