

# GARMENT ART GUIDELINES



620 Adcolor Drive • Lexington, KY 40511  
(859) 253-1046

## ACCEPTED FILE TYPES:

### 1. PDF.

If no changes are necessary to the file and it is ready to print as is, the preferred PDF format is a PDF/X-3 saved with Acrobat 8 (PDF1.7) compatibility. If your file is to be scaled more than 200% be sure to turn off downsampling or set the resolution as necessary for the above specifications.

### 2. VECTOR (preferred): Adobe Illustrator. PDF from vector file. CorelDraw files, if they have been exported as .ai, .eps or .pdf files.

Vector based art is the most preferred format for receiving art files for your order. These files provide cleaner lines and can be scaled without loss of quality. All text should be converted to outlines or paths. If supplying native editable files, please include all fonts used and any linked support files. Not doing so may require us to find suitable replacement fonts that may or may not match exactly.

Please convert all colors in your artwork to spot color and label the swatches with PMS (Pantone™ Matching System) numbers. By utilizing the Pantone® Matching System, we are able to communicate color clearly.

### 3. RASTER: Adobe Photoshop, PSD files and TIFFs. High Resolution PDFs.

Rasterized or bitmapped art files are created in programs such as Adobe Photoshop. They are generally larger in size, more complex and sometimes require more work to separate. One disadvantage to rasterized art is that its quality is diminished when increasing its size. To avoid sizing issues please refer to resolution specifications above.

### 4. CAMERA READY ART:

True camera-ready art is a clear black and white image on white paper at a size that can be enlarged to maintain image integrity (i.e.: no pixelization occurs when re-sizing). Lines are thick. There are no grays. Paper is not wrinkled, ripped, or taped together and no smudges, spots, or pencil or pen marks cover the image in any way.

### 5. MULTIPAGE DOCUMENT LAYOUT: InDesign, Quark Xpress

When providing multipage documents for print please include all fonts and support images. Both InDesign and Quark have built-in functions to automatically collect all necessary files for production. InDesign uses a function called "Package" and Quark uses "Collect for Output". Both are located under "File" in the main menu.

### 6. NON-PREFERRED FORMATS:

Microsoft Word	Microsoft PowerPoint	Microsoft Publisher
photocopied or faxed art	Business card or letterhead logos	Low Resolution PDF
low resolution web graphics	bitmapped clipart or jpegs	

While we MAY be able to use these, they will not yield the highest quality results and will require an art fee to get them to a usable state. Feel free to call the Adcolor Art Department for specifics.

## ART PLACEMENT:



FULL FRONT (SHORT)



FULL FRONT (TALL)



LEFT CHEST



ABOVE POCKET



FULL BACK (SHORT)



FULL BACK (TALL)



HIGH BACK



SLEEVE (SHORT)



FULL BACK (HOODY)



## MAXIMUM IMPRINT SIZES: (sizes may vary depending on specific garment)

Adult Size Shirt (front/back) S - XXL (this will work for larger sizes as well): 12"wide X 14"tall

Youth Size Shirt (front/back) XS - XL: 9.5"wide X 11"tall

Toddler Size Shirt (front/back): 5"wide X 12"tall

Crest: 4.5"wide X 4.5"tall

Long Sleeve: 14"wide X 3"tall    Short Sleeve: 4.5"wide X 3"tall

Hats: 3.5"wide X 2.125"tall

Totes: Sizes may vary per actual bag ordered.

## SUBMISSION OF ART:

Adcolor provides several means of submitting artwork. We accept CD/DVD media, SD cards and jump drives. You can also submit files electronically based on file size.

	<5Mb	≤75Mb	>75Mb
Email ( <a href="mailto:art@adcolorinc.com">art@adcolorinc.com</a> )	*		
Webtransfer ( <a href="http://www.adcolorinc.com">www.adcolorinc.com</a> )	*	*	
Direct FTP (call for login information)	*	*	*
Portable Media (CD, DVD, etc.)	*	*	*

When emailing or uploading art please use compression software such as Stuffit or Winzip to ensure proper transferring of digital files. Uncompressed files have a higher chance of becoming corrupt during the email or upload process.

## PROCESSING OF ART:

Once sufficient artwork or direction has been received we will begin processing of your order. You will receive an emailed proof to confirm placement and color of art and garment. This proof can be replied to via email or fax to note approval of artwork of changes if necessary.



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