

Custom Branded Workwear & Merchandise has an in house graphic designer for all your designs ideas. If you have artwork to submit, please see below for our artwork requirements.

Preferred File Format - **Vector**

- ☒ Vector art supplied digitally via email, Dropbox, flash drive, CD/DVD.
- ☒ All fonts should be converted to outlines or curves.
- ☒ No linked or embedded raster images.
- ☒ If PMS colors are required, designate your Pantone colors in the artwork.
- ☒ Common file extensions for this type of file include **.ai, .eps, .cdr, .pdf, and .svg.**

Secondary File Format - **Raster (Photo Realistic)**

- ☒ Raster images may work in some cases without incurring extra art fees.
- ☒ Raster images must be a minimum of 300 DPI at the desired final size.
- ☒ Photoshop files should remain in layers and not flattened.
- ☒ Common file extensions for this type of file include **.jpg, .tiff, .gif, .png, .psd, and .bmp.**

Why Vector Art is Better

Vector art is created using vector illustration software programs, such as Adobe Illustrator or CorelDraw. These programs use points, lines, and shapes to create clean print-ready art, which can be scaled infinitely, without any loss of quality or fidelity. Here is the difference between vector art and the other more common type of computer graphic, raster art.

Vector File



Raster File



Raster art files have edges that become distorted when enlarged. These images have hundreds of colors, while vector files have much less. Raster images are photographs and graphic files created in Adobe Photoshop, Paint Shop Pro, or other raster editing programs. They can be used in some specific screen printing applications.

In most cases, artwork for screen printed graphics needs to be in vector format to achieve the best printing results.

Is My Art Vektored?

Often this can be determined by the file type extension, as vector art is created in Adobe Illustrator or CorelDraw and commonly saved with specific file extensions for these software programs. The five most common vector file extensions are: **.ai, .cdr, .pdf, .eps, and .svg.**

Just because a file has one of these formats does not mean it is vector art. Sometimes designers are not familiar with screen printing requirements so they will open raster files in Adobe Illustrator and re-save them with a vector file extension. A good example is files copied or saved from the internet, usually in the .jpg format at 72 DPI. These files seldom reproduce correctly. Only original or redrawn native artwork created in vector editing programs is suitable for reproduction.

Thank You