

## Production-ready checklist for all Classic imprinted products

This checklist is provided to assist in properly designing vector artwork to be production-ready for all Classic imprinted products.

If you need a professional designer to prepare your artwork to these specifications, but don't have one, please call us at 800.969.9913.



**Note: Production-ready artwork for Classic imprints requires design experience using Adobe Illustrator.**

Designs not adhering to our specifications may experience delays and possible charges for our designers to correct.

- Required: Illustrator .ai or Illustrator .eps vector art only** (PDF files are **not** acceptable). CorelDraw vector art files must be converted to Illustrator .ai before submitting for print.
- Required Artwork: Solid-color black or white vector art** (also known as line art). Production-ready artwork must be created as (or converted to) solid color simple shape vector art and can contain NO bitmaps; strokes; clipping paths; actual fonts; thin objects; drop shadows; color screens; drop shadows; tints; blends; transparencies; gradients or special effects of any type.
- Required: All Fonts Must be Converted to Outlines** (paths or curves) before submitting to us. All strokes, including serifs, can be NO less than 1/8" (.125") at actual print size. Additional charges will apply for our production department to correct.
- Not Recommended-Auto Traced artwork:** Auto tracing does not create clean & simple vector shapes. Shapes/Text may appear irregular on your final product. Additional charges will apply for our production department to correct.
- Unacceptable-Bitmaps:** Simple shape vector artwork can contain NO placed (embedded or linked) files of any type. This includes, but is not limited to, the following file types: jpg, gif, wmf, bmp, tif, psd, eps. All bitmaps must be deleted from your file before uploading.
- Unacceptable-Thin Strokes & Outlines:** Classic white or black imprinting is not well suited for very small/thin objects. Everything, including all lines, strokes, outlines, objects and shapes **cannot** be narrower than 1/8" (.125") at actual imprint size. Additional charges will apply for our production department to correct.
- Unacceptable-Complex Works of Art:** Classic white or black imprinting is not suited for complex artwork. If your artwork contains many objects, many of which are small or thin, please contact us at 800.969.9913 to discuss alternate printing options.
- Send your file(s):** directly to our production department using uploadDirect and by following this link: <http://www.tradeshow-stuff.com/uploadDirect/>

upload  Direct<sup>TM</sup>  
the fastest way to get your project started.

