



Custom Heat Transfer Digital Artwork Guidelines (1/08-4a)

Custom Artwork Fee: All artwork is billed at \$30.00 per hour of design time. We will estimate the artwork time prior to your approval to the best of our abilities. Artwork time estimates are not guaranteed. The billable time may be more or less than the time quoted.

Artwork Requirements: All artwork must be supplied at the final desired size of the heat transfer. Submitting a printed proof will assist in meeting your desired print expectations.

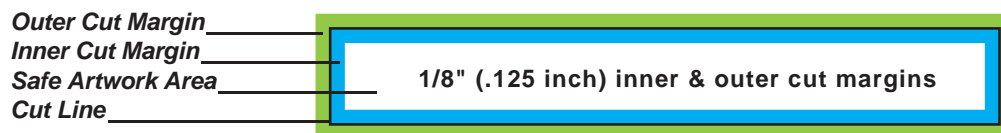
Vector Artwork Requirements: A low resolution JPEG or TIFF should be supplied as a reference with any vector file. We accept, Adobe Illustrator, Corel Draw, EPS and PDF file formats with all fonts converted to paths or outlines. There is no need to send any fonts with your artwork.

Raster Artwork Requirements: Minimum Resolution 300dpi. Raising the DPI of a lower resolution graphic will not improve the image quality. Do not flatten the layers of a PhotoShop file but do render any fonts or effects. A low resolution JPEG or TIFF should be supplied as a reference with any PhotoShop file. 300dpi TIFF and JPEG formats are acceptable. Create and supply all raster art in CMYK Color.

Color Match: \$20.00 per color. Color Match requirements must be supplied with artwork using the (Pantone Matching System - PMS). We reference the most current available Pantone Coated (PC) color bridge to match colors. Due to variations in ink formulation, perfect color matches can not be guaranteed. To ensure the best possible color matches, supply either vector files only or vector artwork for spot color areas in any raster file.

Outer Cut Margin: 1/8" (.125 inch) margin added to the outside of a logo needed for digital cutting.

Inner Cut Margin: 1/8" (.125 inch) margin added to the inside of the cut line to avoid cutting into your logo. It is recommended to make the Inner and Outer Cut Margin 1 solid color. If the cut margins do not meet the required minimum cut margin width, we will make the proper adjustments for your approval at no additional charge.



Text: For best results, do not use fonts smaller than 7pts.

Line Weight: For best results, do not use line weight smaller than 2pts.

Sizing: Length X Width = Square Inches.