

unleash  
your  
brand

ART REQUIREMENTS

# T Y P E

For best results, fonts must be converted to outlines/paths.

If not outlined, please include any fonts (windows or mac based)

# R A S T E R

## Raster Artwork

Raster artwork is an image created of many pixels. This results in artwork that is not editable, scalable, or able to be separated for spot color reproduction.

Common Raster file formats include: .jpg .bmp .psd .tif .pcx

Raster images should be either 100dpi, or scalable to it. Ex: halfscale image setup at 200d

All placed/linked images must be embedded or included separately.

All images must include the required bleed if necessary.

A color copy or jpg indicating cut should be submitted for reference.

All spot colors should be specifically identified. Include white if necessary.

Cut/Die line should always be clearly indicated with an unused spot color.

# V E C T O R

## Vector Artwork

Vector artwork is an image created of points and paths. This results in artwork that is editable, scalable, and able to be separated for spot color reproduction.

Common Vector file formats include:

.ai .eps .fh(x) .cdr .indd .qxd

(these formats may also contain raster artwork)

# T I P S

1. Include a jpg or PDF for reference
2. Convert all fonts to paths/outlines
3. Include or embed all placed images
4. Submit artwork at actual size or specify otherwise
5. Identify all spot colors
6. Allow for bleed if necessary - 2" for vehicles, .25" for poster, etc
7. Submit the original file if possible
8. Never flatten/merge the layers of a .psd
9. Indicate the cut/die line clearly
10. Verify art meets all Artwork Guidelines

# S E N D

Artwork can be sent by using a few different methods to best meet your needs:

## Cloud

1. Visit [www.fetchgraphics.com/upload](http://www.fetchgraphics.com/upload) or [WeTransfer.com](http://WeTransfer.com)
2. Fill out the upload form
3. Follow on-screen instructions (2GB max file size)

## FTP

1. Contact your sales rep or email [ftp@fetchgraphics.com](mailto:ftp@fetchgraphics.com) for instructions
2. Follow pdf instructions

## Email

1. Email the files (25mb max) to [art@fetchgraphics.com](mailto:art@fetchgraphics.com)



[www.fetchgraphics.com](http://www.fetchgraphics.com)  
p: 888.933.8249  
f: 888.771.3179