



# Artwork Guidelines

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## Program Formats

Native files in Photoshop (.psd), Illustrator (.ai) and InDesign (.indd) are preferred.

## Bleed

If you have a background color or image, an extra amount of “bleed” is required to ensure that your background prints to the edge of your print. Please leave 1” around the perimeter of your composition, or if printing onto fabric, leave 5”.

## Fonts

Text must be converted to Outlines.

## Logos

We prefer working with vector logos, as they can be enlarged while maintaining a crisp edge. If a vector logo cannot be provided, the next best alternative is a large TIF file with the appropriate resolution listed below.

## Bitmap Resolution

With large graphics, bitmap images need to be 100-120ppi (pixels per inch) at 100% final size. Any bitmap images used for business cards or brochures need to be 200-300ppi. All images must be in CMYK color and linked in the layout file and supplied. Photoshop (.psd) or TIF (.tif) are preferred formats. Jpegs are acceptable, but we will have to determine if they are good enough for print.

## Sending Your Artwork

Please Zip up your files (.zip). If your zip file is less than 3MB, you may send it directly to Brittney Cotter, Graphics Production Mgr. at [brittney@3dl.design.com](mailto:brittney@3dl.design.com) For files over 3MB, you may use a third-party file hosting site (YouSendIt, Dropbox, Hightail, etc).

If you have any questions, please contact Brittney at 262.842.0530 or send an e-mail.