

ART SPEC'S Quick Guide

PREFERRED

Adobe Illustrator: version CS3 or lower

1-COLOR & MULTI-COLOR ARTWORK

File must be saved as: .AI / .EPS / .PDF

Resolution: N/A (Vector art is resolution independent)

- Please Specify PMS Colors to be used – if this is not possible we can select colors for you.
- Convert fonts to Outlines or e-mail font files along w/ the illustrator file(s).

ACCEPTED

Adobe Photoshop: version CS3 or lower

1-COLOR ARTWORK

File must be saved as: .PSD / .JPG / .TIFF

Resolution: 150 dpi – 300 dpi @ final print size

Color Mode: it is best to create 1-color artwork as 100% Black on a White or transparent background in Grayscale Mode. This is regardless of the color you would like to have printed or the t-shirt color that is being ordered.

4-COLOR PROCESS (CMYK) ARTWORK

File must be saved as: .PSD (w/ Layers retained)

Resolution: 150 dpi – 300 dpi @ final print size

Color Mode: Use CMYK Mode for art to be printed using 4-Color Process (i.e. Photographs and other continuous tone graphics)

- Please E-mail font files for all fonts used.

Microsoft Word and PowerPoint

Word and PowerPoint may be used to create rough comps. or to communicate design ideas. However, they are not suitable for creating print-ready artwork.

NOT ACCEPTED

Microsoft Publisher documents are not acceptable in any capacity.

Please contact the Ad Spice Art Department directly for detailed instructions or restrictions.

*E-mail files and ask art-related questions using this address: **adspice.art1@gmail.com***