

# Art Guidelines

## OUR GRAPHICS TEAM

At FlagSource, we are both Mac and PC based and use the latest version of Adobe Creative Cloud software. We use the Pantone Matching System<sup>®</sup> and can color match with **Solid Coated Pantone<sup>®</sup> colors** only. To ensure the best quality on all orders, please use our checklist below before submitting artwork.

- ✓ Artwork saved as an acceptable file type (listed below)
- ✓ All fonts & strokes are outlined
- ✓ Artwork has been proofed & spell checked for errors
- ✓ Solid Coated Pantone<sup>®</sup> colors are included in artwork (for best guarantee on color match)
- ✓ Artwork sized correctly for requested product - ([DOWNLOAD TEMPLATES HERE](#))
- ✓ **Raster files:** minimum of 150 DPI at actual print size (100%)

## Acceptable File Types

### VECTOR ART (Recommended for all products)

- Made up of paths, points, angles and curves
- Can be scaled to **any size** without sacrificing quality
- Easy to adjust colors without sacrificing quality

#### Acceptable File Types:



**.eps** (Encapsulated PostScript)



**.ai** (Adobe Illustrator Document)



**.pdf** (Portable Document Format)

### RASTER ART (Minimum of 150 DPI at actual print size)

- Made up of pixels
- Loses quality when scaled up / enlarged
- Can typically be scaled down without sacrificing quality

#### Acceptable File Types:



**.psd** (Adobe Photoshop Document)



**.tiff** (Tagged Image File Format)



**.jpeg** (Joint Photographic Experts Group)

\*JPEG files are a compressed file type and are often low resolution. While we do accept .jpeg files we do not recommend them.

## Need Assistance With Your Artwork?

### WE'D BE HAPPY TO HELP

If you need help adjusting artwork or placing colors, our graphics team will be happy to assist you. All graphics related inquiries can be directed to [graphics@flagsource.com](mailto:graphics@flagsource.com). For information about ordering one of our printed nylon color charts, please call (800) 323-9127.

Email art files to our graphics department: [graphics@flagsource.com](mailto:graphics@flagsource.com)

or upload to our Hightail FTP page: [www.hightail.com/u/FlagSource](http://www.hightail.com/u/FlagSource)