

PromoCentric

Your company, top of mind.

Phone: (603) 758-6377 • Fax: (603) 758-6388
www.PromoCentric.net • sales@PromoCentric.net

Artwork Submission Guidelines

PC format vector artwork is always preferred
(exceptions: 4 color process imprinting)*

Most Imprint Methods

Vector artwork is preferred (.eps, .ai, .pdf or .cdr). Vector graphics are composed of paths, while raster files are composed of pixels.

Most products are printed using spot colors, raster file artwork, more commonly called bitmap, is not recommended.

PC format vector artwork is preferred.

NOTE: Artwork received in a format other than vector may result in additional art charges.

Existing Embroidery tapes

We prefer Tajima format embroidery tapes (DST.)

If digitizing services are required, please refer to art guidelines above.

NOTE: Artwork received in a format other than vector may result in additional art charges.

Four color Process artwork: (*for qualified orders only)

Adobe Photoshop is the preferred format for four color process art.

Acceptable files are either .tif (high resolution 600.) or .eps file format and **NOT** .gif, .jpg, .cgm, .bmp, .wmf or PICT (.pic)

Imprint methods referred to as four color process can vary from digital four color process printing or screen printing to dye sublimation and heat transfers, for specific guidelines and restrictions regarding your four color process job please contact your account rep.

Unacceptable file formats: Word files, .gif, .jpeg (under 600 dpi), Power Point files.

Guidelines for submitting artwork to PromoCentric:

If you have more than one file to send or a particularly large file, we recommend using compression software for best results. Compressing will combine all your files into one compact file. This makes the transfer quicker and helps ensure the data quality of the files. Recommended compression, WinZip, or Stuff it.

Please make sure that the following guidelines are met before submitting artwork:

Text has been **converted to paths, curves, or outlines** (vector art.) If this has not been done, both **printer and screen font files have been included** for all fonts used in the document. All **linked files are included** with your artwork.

Artwork may be E-mailed to your Account Rep. or to the graphic design department directly at art@promocentric.net.

For particularly large files please use our FTP site: <ftp://promocentric.net/>

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Tips to help you prepare your artwork:

All fonts must be converted to outlines to avoid font substitutions.

Open the file in illustrator.

Make sure that illustrator does not ask to substitute any fonts (this would be a pop up window before the file opens).

Select all

From the type menu select Create Outlines.

Save the file as a new name and send the new file.

Include font and size desired if typesetting is requested.

If you want any text added to your logo or if you would like any typesetting done in place of a logo please give a font name to your account rep. The art department will do their best to match that font. If we do not have the font you request a similar style will be substituted. If you do not have a specific font in mind please give a general description of the type of font you are looking for. (examples: serif, san serif, script, block, etc..)

Artwork for multi-color imprints should be sent as a color separated file with PMS colors specified. (exceptions: 4 color process imprinting)*.

Pantone Matching System (PMS) is a color scale used to precisely match colors for printing. Each hue has a coded number indicating instructions for mixing inks to achieve that hue. In the promotional products industry coated inks are most common except when printing on some paper products. For more information visit www.pantone.com.

NOTE: Exact color matches often require a pantone matching charge. In most cases a suitable standard color will be used at no charge. Please tell your account rep if an exact color match is required.

Brand Standards and logo usage guidelines.

If your company has published brand standards or logo usage guidelines please submit them along with your art work so that the PromoCentric art staff can use them in determining the best layouts for your chosen promotional products.

Embroidery digitizing.

Embroidery Digitizing consists of translating artwork into a series of commands to be read by an embroidery machine for output on various items of apparel, bags, caps, etc. In most cases small text will need to be enlarged to sew clearly on your garments. As a rule text should be at least ¼" high. Slight adjustments may be made to your logo so that it can be translated into a digitized file that will sew cleanly on the items you are ordering. In some cases edits will need to be made to your digitized file in order to embroider the logo on different types of fabric.

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PromoCentric FTP Site Art Transfer

REQUIREMENTS: INTERNET EXPLORER WEB BROWSER

The following are instructions for logging into and using our site.

The address is: ftp://promocentric.net/

The user name is: login as anonymous

Password: leave blank - no password

Right click in the folder and then click on "login as".

This brings up the login window.

Type in "anonymous" for the user name and then click on the "log on anonymously" box and provide your email address.

Open the folder titled incoming.

Download your files into that folder.

After your files have been downloaded please email your account rep to inform them that the files have been posted to the ftp site and copy the message to art@promocentric.net. Please include the name of your file in the message.