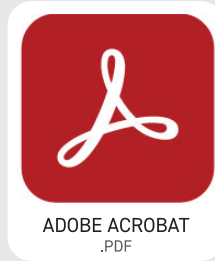


# ART GUIDELINES

## ACCEPTED FILE FORMATS

Native layered art files from Adobe Illustrator, Adobe Photoshop, Adobe Indesign or Acrobat are preferred. Please remember to embed all links and outline all fonts in Illustrator, or if using indesign, please remember to package all links and fonts. If you are unable to provide native layered files, we accept hi resolution .jpg, .png, .tif and .pdf files.



## FILE RESOLUTION & SIZE

For best quality results, ensure all native files and images are set to 300 DPI (dots per inch) and in the CMYK colorspace. Please keep in mind that low resolution images like jpgs or gifs will not translate well and are more likely to display pixelated or blurry on your final product. This also applies to images pulled from the web, which are commonly set to 72dpi.



## BLEED

With the exception of our woven wristbands, patch tags, and metal badges, all of our products require a standard 1/8" of bleed added to all sides of the provided artwork. Please refer to our templates to ensure adequate bleed is provided and that no important elements are outside of the safe printing area (pink line). Anything beyond the safe printing area (pink line) is at risk of being cut off when products are trimmed to size. When using a template, please hide or remove template layer before submitting your artwork. Please do not submit art with a layer hiding the bleed, or with the bleed knocked out (as commonly shown for mock-ups).

### CORRECT BLEED



### BLEED KNOCKED OUT



### NO BLEED



### TEMPLATE LAYER IN FILE



### IMPORTANT ELEMENT PAST SAFE AREA

