

# ARTWORK SUBMISSION GUIDE



## Artwork Pricing

### LEVEL ONE: **FREE**

#### SUPPLIED PRINT READY ARTWORK

- Raster Image must be at least 200 DPI @ Print Size
- Image must be ready to print with no design changes

#### UPLOAD YOUR ARTWORK TO OUR ONLINE DESIGNER & EDIT

USE OUR ONLINE DESIGNER TO CREATE YOUR OWN ARTWORK @ [www.skgroupinc.com](http://www.skgroupinc.com)

### LEVEL TWO: *Make Ready* - \$70.00

#### SUPPLY RASTER IMAGE FOR CLEAN-UP OR CONVERSION TO VECTOR

- Raster Image must be a Minimum of 500 Pixels on LONGEST SIDE for Conversion to Vector
- Raster Images for SCREEN PRINT must be 300 DPI @ Print Size



Low Resolution Photo (Bad)  
 A file printed at 72 DPI



High Resolution Photo (Good)  
 A file printed at 300 DPI

**\*\*NOTE\*\*** - Vector Images created from Minimum Spec supplied Raster Files will be a close approximation to original art.

#### SUPPLY REFERENCE MATERIAL WITH MINOR DESIGN CHANGES

- Supplied Raster files MUST meet minimum pixel count
- Supplied Reference Material may also include Artwork that SK Group has produced in the past

### LEVEL THREE: *Artwork Design* - \$120.00

#### SUPPLY REFERENCE MATERIAL

(Raster Images, Pictures, Online examples etc.) to be used in the creation of a New, Unique and Custom Design.

#### SUPPLY VERBAL IDEAS & STYLISTIC EXAMPLES

to be used in the creation of a New Custom Design

**\*\*NOTE\*\*** - Includes a 20 minute scheduled meeting with a Graphic Designer to discuss the particulars of the Artwork - Including Stylistic Elements, Locations of Print, etc.

## Other Services

### Creative Graphic Design - \$65.00/hr

- Branding, Brochures, Programs, Posters, etc.
- Large projects that take more than 1 or 2 hours of design and creative thinking

### Type Setting - \$40.00/hr

- Creating type from flattened file formats
- Fillable PDF creation

### Embroidery Digitizing

Custom Digitizing - **\$99.99**

Stock Digitizing - **\$39.99**

Text / Edits - **\$19.99**



# Accepted File Formats

## Preferred Vector Files:

### PDF (*Adobe Acrobat*)

- Embed the fonts used or export as generic EPS

### AI or EPS (*Adobe Illustrator*)

- Convert text to outlines, embed any linked images

### SVG (*Scalable Vector Graphics*)

## Preferred Raster Files:

### TIFF (*Tagged Image File Format*)

- 300 DPI @ Size Preferred
- Minimum 200 DPI @ Size
- Saved with Layers on Transparent Background (*IF POSSIBLE*)
  - Embed all linked images
  - RGB Color Space

### PSD (*Adobe Photoshop*)

- 300 DPI @ Size Preferred
- Minimum 200 DPI @ Size
- Saved with Layers on Transparent Background (*IF POSSIBLE*)
  - Embed all linked images
  - RGB Color Space

## Preferred Embroidery Files:

### DST (*Data Stitch Tajima*) or EMB (*Embroidery File*)

- Other Accepted Embroidery Files: EXP & CND
- All Other Formats Require Digitizing

## Other Accepted Files:

### CDR (*Corel Draw*)

- Convert text to curves

### BITMAPS

- JPG, TIFF, PCX, PNG, BMP, GIF
- 300 DPI @ Size Preferred
- Minimum 200 DPI @ Size
- RGB Color Space

### MICROSOFT OFFICE

- Only Acceptable for Commercial Printing or Supplying Text
- It is preferred that Microsoft Office documents are converted to PDF Format with all Fonts Embedded in the document.



# Submitting Your Artwork

## Make Your Document *PRINT READY*

**Document Size** should always be set to the finished size of the actual product. Setting the document size correctly is important in order to ensure that we understand what the margins are on the finished product.

**Bleed** is art set to print up to the very edge of the finished product: a line, photo, illustration, background, etc. that will “run off the edge” of the paper. Whatever you want to bleed must be positioned *PAST* the document edges. The industry standard for bleed is 0.125” past the document edge. For setups of Booklets or larger items please contact us prior to laying out your print file.

**Margin** is the opposite of bleed: anything that you do NOT want to get cut off should not be placed too close to the document edges. Margins are especially critical when dealing with text. Industry standard is to never place any page elements closer than 0.125” from the document edge.

**Image Resolution** - all photos and images should be at least 200 - 300 DPI to ensure proper print quality. Anything lower *WILL* result in blurry, pixilated images. Images taken from Web Sites are typically 72 - 96 DPI. Although they look fine on screen they are not appropriate for quality commercial printing.

**Font Issues** - There are literally thousands of type fonts available and no printing company has them all. Be certain to either embed all used fonts in your document, or convert all text to outlines.

**Make a PDF** - PDF documents are an extremely reliable file format. Convert your *PRINT READY* files to PDF's whenever possible