

Art Specification Guide



PREFERRED

Adobe Illustrator: version CS6 or lower

1-COLOR & MULTI-COLOR ARTWORK

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

Resolution: NA (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 email font file along with the Illustrator file(s)

ACCEPTED

Adobe Photoshop: version CS6 or lower

1-COLOR ARTWORK

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

Resolution: 150 dpi -- 300 dpi at the final print stage

Color Mode: 100% black on a white or transparent background in Grayscale Mode. Color will be substituted during the print process.

4-COLOR ARTWORK

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

Resolution: 150 dpi -- 300 dpi at the final print stage

Color Mode: Use CMYK Mode for art to be printed using the 4-color process (photographs and continuous tone graphics)

Please email all fonts used.

Microsoft Word and PowerPoint

Word and PowerPoint may be used to create rough comps or to communicate design ideas.

THEY ARE NOT SUITABLE FOR CREATING PRINT-READY ARTWORK

NOT ACCEPTED

Microsoft Publisher

DOCUMENTS ARE NOT ACCEPTABLE IN ANY CAPACITY.

Please contact MarkaBull Art Department directly for detailed instructions or restrictions. Email files and art related questions to info@MarkaBull.com, subject line ART

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