

ACCEPTABLE FILE FORMATS

VECTORS

.AI .EPS .SVG

RASTORS

.PSD .PNG .TIFF

A lot of print shops will tell you that your art must be saved as a vector but that's not always the case. For example, text based graphic would be best as a vector but a photographic image would be best as a high quality rasterized image. The most important thing to understand is that it's not completely about the file type, but the quality of the graphic file itself. If your printer is telling you that you MUST have a vector, they may not specialize in printing using rasters and it's important not to push a printer into a type of printing they're not experienced in or the results might not be as you envision.

WHAT IS A PRINT READY FILE?

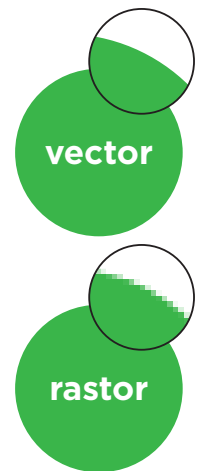
In short form, print ready files are typically one of two things:

- 1) A vector format image
- 2) An image that is 300 DPI or higher (at actual size)

Here is the full story on the difference...

Vector images are built on using mathematical formulas rather than pixels and can be scaled to any size you need without ever becoming blurry. The typical file formats that you see for vectors are EPS, AI, and SVG. Some PDF files may contain vector art but it's not a guarantee. If you're not sure what you have, it's best to send us your files and one of our designers can open them and let you know if you have the correct format for our needs.

Raster images are the other kind of files that we can work with but they will have a few more restrictions because if they're not built with a high enough resolution, you will end up with blurry edges. This is not always a problem but if you're looking for a graphic with crisp edges, this is likely not your best choice. The correct format for a rasterized image is at least 300 DPI (dots per inch) at the final artwork size. For example, if the final print size on your garment is 1" x 1", your artwork file should be a minimum resolution of 300 pixels x 300 pixels.



FAQ ABOUT FILE SETUP:

I was told to outline my font. What does that mean?

When you open a graphic file and it contains a font that is not installed on your computer, your design program may change it to some other random default font. If you have agonized over choosing the font in your art, then this will likely not be ideal. Outlining your font is usually the best option and will transform your text into a vector outline.

You can do this yourself in Adobe Illustrator by doing the following:

- 1 - select your font
- 2 - go to the type menu > select "create outlines"

*** warning: once you make your font an outline, you can't go back so we suggest that you make a copy of your working file before you start.

Can I convert my pixelated image into a vector?

You sure can but if your image was poor quality, you will just end up with a poor quality vector. That means that straight lines with rounded and smooth curves will become jagged. If this is the case, the only way to fix the problem is to redraw the image in a vector based program like Adobe Illustrator.

If your image is of a high quality you can try running a live trace function in Illustrator and see if the result is acceptable. If it's not and you need your graphic redrawn, you can always use our graphic designers to build you a proper vector format image.

I've resaved my rasterized image as a .AI file, isn't it now a vector?

No, you cannot change the internal format of your image just by changing the file extension. That would be like inserting a photo in excel and wondering why it doesn't become text. Unfortunately, the only way to make a rasterized image into a vector is to live trace it (see above) or redraw it in the correct program.

I built my graphic in Canva, why is my png file not good enough?

Canva is a very useful tool for creating images for social media but is simply not as powerful as using Adobe Photoshop. As a result, the png files often are just not dense enough in pixels to reach 300 DPI when scale to full print size. If your graphic is font based, it's best to send us an SVG file so we can work with it but if you're looking to work with raster based clip art, you'll likely need to rebuild it in a professional graphic design software.