

# WOODS CLOTHING CO.

## ARTWORK GUIDELINES

NOTE - We cannot screen print half-tones (photos) or images that contain gradients (shading) or drop shadows. Screen printing is for spot colours only. Be aware of very fine lines or thin outlines - they can be problematic. Typically outlines on large prints reduced to a very small size can simply be too thin for an acceptable result.

THESE FORMATS USUALLY WORK BEST -

Vector Art Files -

CorelDraw (.cdr) - save in X4 format.  
Adobe Illustrator (.ai)

If you are using fonts, make sure to convert to curves/outlines.

Acceptable Image Files -

The following file formats must be high-resolution (300 dpi) and sized close to the final image size for printing.

.tif | .psd (Photoshop) | .eps | .pdf

Beware of jpegs! -

If your art file has a .jpg extension chances are it has been formatted for viewing on the internet or a computer screen. These files are usually low-resolution (72 dpi), and highly compressed to make the file size much smaller.

High quality jpegs do exist, but they are rare. In short, most jpegs just won't produce an acceptable result.

Where Can I find High Quality Files -

If you have had artwork done by a printing company, sign company or another screen printing company, chances are they will have the files you need.

What If I Don't Have Art Files? -

We can supply in-house art services to create (or re-create) your artwork. See us for details and an estimate.

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