



Artwork Requirements

One of the most important factors to a successful product is the quality of the artwork. Understanding what is required is the first step to achieve print-ready artwork.

- Artwork or Image Quality:
 - For screen printing or heat pressed vinyl, we must receive vectorized files.
 - Formats: For screen printing and vinyl we accept EPS, SVG, CDR, and PDFs
 - For sublimation and DTG, we prefer vectorized files, but may accept high-quality raster files (JPG or PNG). Art **must** be at minimum 300 DPI. These files will not be modified or resized by our staff. Art will print as received. The customer is responsible for the image quality.
 - **Note:** Screenshots from mobile phones do not generate high quality images that can be used to produce high quality products.
 - For embroidery, we accept digitized file formats in EMB or DST. If the customer cannot provide a digitized file, they will be charged for artwork digitization. Digitizing charges start at \$20 for a 3x3 pocket logo.
- Fonts: All font files must be listed. If the font is not in our inventory, it must be provided. If the customer cannot provide the font, we will recommend a replacement from our font catalog.
- Color Space (models)
 - For screen printing, artwork is preferably created with Pantone Coated spot colors (i.e. 158C). While Pantone Coated spot colors are preferred, art in either RGB or CMYK color spaces will be given an approximate Pantone alternative.
 - Ink charges may apply if no approximate color is in our current inventory.
 - For printed material (Business Cards, Banners, Brochures, etc.) the artwork must be saved with the CMYK model.
- All customer provided artwork is expected to be **print-ready**. A fee ranging from \$25 to \$50 will be added to make artwork print ready only for our use – not for customer use. If the customer desires to purchase the design, the price will be determined at the discretion of Vida Prints and Gifts.
 - There are times the artwork complexity is very high making it impossible to recreate the image.
- We offer Graphic Design services at a rate of \$40/Hr.
- Vida Prints and Gifts reserves the right to refuse any artwork, including but not limited to art containing copyrighted/trademarked elements.
- Vida Prints and Gifts may substitute unique artwork at our discretion
- Express written and signed consent from the rights owner is required for all copyrighted/trademarked artwork.
- Call or email us if you have any questions.



Vida Prints & Gifts

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