



**FILE FORMATS... SIMPLIFIED**

Send us what you got! Illustrator & Photoshop are best, but we work with almost everything and if there's a hitch we'll let you know. Word, Powerpoint and other non-graphics software may require a small charge for conversion.

**RESOLUTION**

All bitmap images should be a minimum 300 dpi at final print size. We recommend separating tints by 30%. If all you have is a business card or website screen capture we can convert it (sometimes at no charge).

**FONTS**

Please convert to outlines, and make sure the smallest detail is a minimum .5 pt (1.5 pt. Reverse).

**LINE WEIGHTS**

Minimum .5 pt. (1.5 pt. reverse). Overlapping lines should be 2 pt.

**STANDARD FABRIC INKS**

108	172	208	296	2925	7488
137	485	1817	2768	3262	4705
1375	199	240	2728	321	4625
148	200	2665	2736	347	428
1655	194	269	299	342	430

**TRY TO AVOID...**

**LOW CONTRAST COLORS**

Avoid "critical detail" such as text that must be readable.

**FINE DETAIL ON COARSE FABRIC**

Fleece, waffle weave, nylon cordura, canvas are difficult to hold fine lines.

**FINE DETAIL ON DARKS**

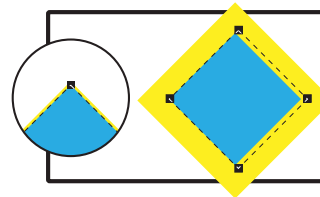
Dark shirts usually need an "underbase" white which is flash cured.

**COLORS TOUCHING WITHOUT A TRAP**

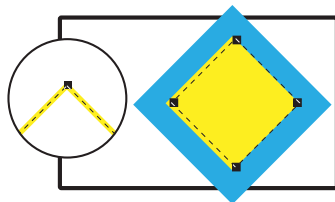
Use a choke or spread (see below).

**TO CREATE A CHOKE**

1. Select the dark foreground object.
2. Apply and format a stroke using the Stroke Inspector. Select "Basic" from the stroke drop-down list, then enter a "Width" equal to twice the size of the trap.
3. On the Fill Inspector verify that "Overprint" is not selected.



**TO CREATE A SPREAD**



- Create A Spread: 1. Select the light foreground object. 2. Enter a stroke width equal to twice the size of the trap. 3. When a stroke is applied to an object to create a choke or spread, half the stroke width falls outside the object. Always specify a stroke width twice the size of the desired trap.

**REGISTRATION INFO**

