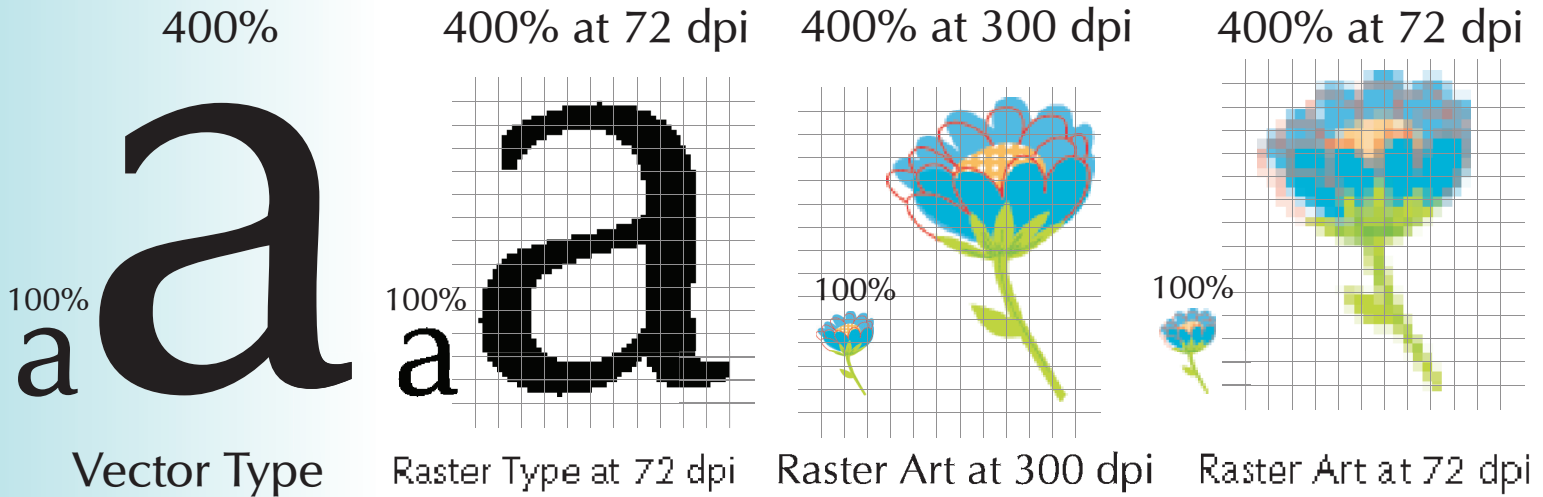


Guidelines for Customer Supplied Digital Art

Vector vs Raster



Vector graphics are the use of geometrical primitives such as points, lines, curves, and polygons, which are all based upon mathematical equations to represent images in computer graphics. It is used in contrast to the term **raster graphics**, which is the representation of images as a collection of pixels, and used as the sole graphic type for actual photographic images. The images in the grid represent pixels placed within each box. If you are using a picture in your business card, the picture must be at least 300 dpi at 100%. You can not achieve this by taking a low-res picture and increasing the size.

You can achieve Vector Graphics with the following Software Programs:

- Adobe Illustrator
- Adobe InDesign
- Quark
- Corel Draw
- Adobe PageMaker

***PLEASE REMEMBER TO CONVERT YOUR TEXT TO CURVES OR OUTLINES BEFORE SUBMITTING.**

Bleeds: The correct way to set up a card with bleeds



USE THIS AS A TEMPLATE TO SUCCESSFULLY DESIGN YOUR FULL COLOR BUSINESS CARDS.

Digital Files That Can Be Accepted:



- **Portable Document Format (PDF)** - please provide high resolution .pdf with enough bleed if applicable.
- **Adobe Illustrator (AI)** - Make sure that your fonts are converted to outlines and all components are in one layer.
- **Adobe PhotoShop (PSD)** - Make sure you flatten your image, do a "save as," then send that file.
- **Encapsulated PostScript (EPS)** - Make sure that your fonts are converted to outlines and all components are in one layer or flatten your image if sending an Adobe PhotoShop EPS.
- **Joint Photographic Experts Group (JPEG)** - Image must be at least 300 dpi or higher at 100%.
- **Tagged Image File Format (TIFF)** - Image must be at least 300 dpi or higher at 100%.

Scans: The proper way to scan an image



All scans must be at least 600 dpi or at 200%. This way if the image is too large, we can scale it down to size without losing any quality.

BEFORE YOU SEND US A FILE, LOOK OVER FIGURES A; AND B.

Figure A.



Figure B.



If your file resembles Figure A, this job will be rejected and/or delayed.