



# ECONO TEES

ECONOMICALLY PRICED SCREEN PRINTING

3112 Lexington Park Drive  
Elkhart, IN 46514  
Phone 574.294.5502  
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## Artwork Guidelines

### Artwork Quality and Scaling

ECONO TEES requires files of a certain resolution and size to guarantee a quality printed product. Files not meeting the following requirements may be subject to additional art time and charges; or may be insufficient quality.

**Vector Art:** (outlines or paths) in Illustrator, CorelDraw, Freehand files or the equivalent should be scaled to final print size and colored using spot colors in the Pantone Color matching system. All fonts/typestyles should be converted to outlines/paths or included with the document. If the job is process colors, CMYK Colors should be specified in the color palette. Please save the file(s) as .EPS format. (We don't recommend placing bitmap art into a vector graphic, however if you must... the placed files should be embedded or provided as separate files or both.)

**Raster Files:** (PhotoShop, JPEG, bitmap, or equivalent) should be provided at final print size at 300 pixels per inch (continuous tone / photographs) or 600 pixels per inch (1 bit per pixel black and white images) Color image files should be in RGB Color Mode and not contain additional channels. Images to be printed on color garments should be provided as a single transparent layer (a PhotoShop document with layers). If it is a process color job please make a note of that. Files may be submitted as .PSD, .JPG, .EPS, or TIFF. You may also wish to consider compressing the art utilizing a utility such as Winzip (PC) or Stuffit (Mac).

### Software and File Formats\*

We have both Macintosh and Windows platforms.

**Macintosh:** Adobe CS1 Design Premium - Illustrator CS, PhotoShop CS, InDesign, CS\*; Macromedia Freehand 11, QuarkXpress 5 through 8\*. We can also accept legacy documents on the Power Macintosh platform (OS 9).

**Windows:** Adobe CS3 - Illustrator CS3, PhotoShop CS3, InDesign CS3\*, CorelDraw 7 to 13, Macromedia Freehand 11.

### \*Not Recommended for Screen Print Graphics:

Microsoft Word, Excel, QuarkXpress, Page Maker, InDesign or Microsoft Publisher. (We can review and analyze files provided to us in these formats, the images placed in these documents, however, the art may have to be recreated in a vector format, at an additional cost and a possible delay in production).

### File Formats Not Accepted at This Time

Corel Word Perfect, Microsoft Works, Print Shop Pro or similar, Adobe CS4 applications... (we just need you to save it to be compatible with Adobe CS3 applications).

### Hints

Use the recommended file formats listed above. Avoid using low resolution JPEG or bitmap files. Graphic files originally created for internet use will be too low resolution to be used effectively in product decoration.

### Sending Files to ECONO TEES

You can upload files to us using the following methods: Go to our web site at [www.econotees.net](http://www.econotees.net) and go to the Request Quote page or the Contract Printing Page and select "Upload Art". Follow the instructions on that page to upload your art file(s).

We also accept CDs and DVDs by mail. Ship to ECONO TEES, 3112 Lexington Park Drive, Elkhart, IN 46514.

Please provide your contact information, a description of the job, and a printout of the art for reference.

### Need Digital Art?

Please drop off, mail or e-mail what you do have and our Art Department can turn it into great art. If you have an idea or concept, just email a written description to us and we will take it from there, and provide you with a proof to review.

***Please don't hesitate to contact ECONO TEES and Creative Promotions, Inc. to answer your questions or to provide additional information.***