



Brand Builder One

FILE GUIDELINES AND REFERENCE SHEET

ADOBE ILLUSTRATOR **.EPS** OR **.AI** FILES (BOTH VECTOR ART) ARE THE BEST FILE TYPE FOR THE ART DEPT. ANY OTHER ART FILES WE RECEIVE, SUCH AS A JPG, GIF, BMP, ETC. WILL NEED TO BE RECREATED BY US INTO VECTOR ART. WHEN SUBMITTING VECTOR FILES, PLEASE MAKE SURE THE **FONTS ARE CREATED TO OUTLINES, OR THE FONTS ARE SUPPLIED.** IF THEY ARE NOT, THE FONTS WILL DEFAULT TO ANOTHER TYPEFACE, SUCH AS MYRIAD.

FOR DIGITALLY PRINTED, FULL COLOR SHIRTS, PLEASE SEND ARTWORK 300 DPI AT FULL SIZE, IN CMYK FORMAT, JPG, TIF, PDF, PSD, OR EPS FILES.

BELOW IS A REFERENCE CHART FOR DIFFERENT FILE TYPES – WHAT THEY ARE, AND IF WE SUPPORT THEM.

FILE EXTENSION	EXPLANATION
.EPS .AI	BEST TYPE OF FILE FOR US - VECTOR ART. BECAUSE IT NEVER LOSES RESOLUTION, NO MATTER HOW WE RESIZE.
.PDF	CAN SOMETIMES BE VECTOR ART. WE WILL NEED TO OPEN IT IN OUR ILLUSTRATOR PROGRAM TO DETERMINE.
.JPG .BMP .GIF	WE WILL ALWAYS NEED TO RECREATE/REDRAW WHEN WE RECEIVE THESE TYPES OF FILES. OK FOR DIGITAL PRINTING.
.INDD .QXP	ADOBE INDESIGN FILE, OR QUARK XPRESS FILE. WE CAN OPEN AND MAY USE, DEPENDING ON THE PRODUCT BEING CREATED.
.PSD .TIF	PHOTOSHOP FILES. MAY OR MAY NOT BE LAYERED. NOT VECTOR. CAN BE USED FOR DIGITAL PRINTING. RESOLUTION SHOULD BE 300 DPI.
.CDR	COREL DRAW FILE. MAY BE VECTOR ART. WE CAN OPEN AND WILL DETERMINE IF IT IS.
.PPT	POWERPOINT FILE. THIS IS NOT A GRAPHIC ART FILE. HOWEVER, WE CAN VIEW, AND DETERMINE IF IT CAN BE RECREATED.
.ZIP .SIT	COMPRESSED FILES. WE CAN OPEN THESE FILES, AND THEY USUALLY WILL CONTAIN GOOD ARTWORK.