



# GUIDELINES FOR DIGITAL ARTWORK

Please follow these guidelines to ensure proper processing of your order. *Fonts or files in the wrong format will delay your job and incur additional artwork charges.*

## **WE ACCEPT ARTWORK FROM THE FOLLOWING APPLICATIONS:**

- *Adobe Illustrator Creative Cloud*
- *Adobe Acrobat (PDF files)*
- *InDesign Creative Cloud*
- *Adobe Photoshop Creative Cloud*

## **SPECIAL NOTES**

- 1) Document / Layout - Vector artwork formats are required for Adobe Illustrator, Acrobat, and InDesign.
- 2) Fonts - Please convert all fonts to Outlines that are included in your Layout/Images.
- 3) Supporting Art / Images - All Images should be saved as high resolution (300 pixels per inch or higher) and saved as CMYK format. Please embed all image files into your layout.
- 4) Kleertech is not responsible for the appearance of any product that has not been press proofed. Laser printouts and e-mail viewing are not considered to be an exact likeness or color match for your press run.
- 5) Any necessary artwork changes/edits may be billed at an hourly rate of \$75, with a \$50 minimum.

## **SUBMIT ARTWORK TO:**

**E-mail: [artwork@kleertech.com](mailto:artwork@kleertech.com)**

Please do not e-mail files totaling more than 30MB.

Our printing process requires artwork in vector format.  
Website Images should not be used as Printed Graphics.  
Below is a quick explanation of art file types:

## WEB IMAGE VS. VECTOR ARTWORK

### Raster Artwork

Definition: Any digital artwork composed of pixels to make up an image. Raster files cannot be edited or enlarged as they lose quality.

Typical FileTypes: .psd .tif .jpg .gif .bmp .png

Important Note: The file types listed above are raster images and are rarely considered useable. If you are unsure about your files please submit to our art department for prior approval.

Raster Artwork viewed at 100%:



WWW.KLEERTECH.COM

Raster Artwork viewed at 500%:



### Vector Artwork

Definition: Any digital artwork that is resolution dependent. Vector files can be enlarged infinitely without losing quality.

Typical FileTypes: .ai .eps .indd .pdf

Important Note: The vector file types listed above can contain raster art. If you are unsure about your files please submit to our art department for prior approval.

Vector Artwork viewed at 100%:



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Vector Artwork viewed at 500%:

