Art Work Guidelines
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Supplied Artwork Requirements and Guidelines:

VECTOR ART

We prefer VECTOR ART in: .ai, .eps, .pdf formats.

Vector Art is art that is built (actually drawn) in a vector or object based program such as Adobe Illustrator, Corel Draw or Freehand. Each object in vector file can be selected and individually manipulated independently from the rest of the image.

Vector Art is the BEST to send us! Common files extensions for this type of file include .ai, .eps, and .cdr

When providing such files, it is important to convert fonts to curves or create outlines for all text used. For a vector art file (i.e. Adobe Illustrator file) with no placed images resolution is not a concern. Photo Realistic Art (Raster)

Photographic Art (or photo realistic design) is art that incorporates scanned in imagery, or art that is built in a pixel based program such as Photoshop, Fireworks or Photopaint.

Please note that Corel, Microsoft Office files (Word, Excell, PowerPoint, etc.) needed to be saved in pdf files or regenerated and price quote will be available upon request.

RASTER ART

When sending RASTER ART only at 300 dpi at 100% actual size to print on garment.

Common file extensions for such files are .psd, .tif, .jpg, .gif and .png.

This includes any art built in a vector based program that also incorporates imported or placed photographic elements. In order to reproduce a photographic image, we require a file with a resolution of 300 dots (pixels) per inch or the actual photo.

Raster formats preferably in PSD file with all layers included or flattened in JPG or Photoshop PDF file. Set up artwork in spot PMS colors using the Pantone Solid Coated Palette and delete all unnecessary swatches not used in the artwork.

Include a background in CMYK color if necessary to see the artwork and specify layer as a "Background". If white is necessary, choose a clearly visible color and name it "White" in your swatch. Set up Artwork for each location as a separate file: example: YourArtwork_FRONT.ai. Provide separate JPG composition files, one for the Front and one for the Back of the Tee shirt.

NewTek accepts vector as well as raster files from the following programs:
Adobe Illustrator, Adobe Photoshop, Adobe Fireworks, Adobe Flash, Corel Draw, Macromedia Freehand, Microsoft Paint, Microsoft Photo Draw, Paint Shop Pro

Please note that 72 dpi images pulled out from websites or any lower than 300 dpi are not acceptable and cannot be used.
We can offer you a quote for regenerating the image depending of complexity of the design.

Vector Art
vs.
Raster Art

Smooth "Outlined" Vectorized Font
IDEAL

Jagged "72 dpi" Raster Font
CAN NOT BE USED!

ARTWORK POLICY

Your artwork belongs to your order. We do not allow others to print or reproduce your designs without your permission. All custom artwork created by NewTek is the property of NewTek.

Art Fee
NewTek requires a $50 deposit to begin work on your artwork. This deposit is NON-REFUNDABLE but is applied to the balance of your custom garment order. Our hourly rate is 60.00 an hour with a $30.00 minimum.

Excessive Revisions
Please remember to convert all text to outlines or curves as apposed to fonts. All other formats may require additional Art Charges, NewTek reserves the right to apply an art charge for excessive revisions.