

So you have a job for printing. NOW WHAT?

We often request our newer clients to supply logos/artwork necessary for their requested job. In order for us to give you the highest quality product, below is a guideline of what can be forwarded for printing.

MOST REQUESTED FORMATS FOR PRINTING: VECTOR ART = .EPS

Usually used for black or 1, 2, or 3 colors (PMS separations) and items needed to be scaled very small or very large. Vector art is not normally used for printing full color items. You would receive vector art from a graphic designer who created the logo for your credit union.

If vector art is requested you CANNOT use:

JPEG, TIFF, GIF, BMP, PICT

JPEG & TIFF

Used for full color printing. This can include photographs, logos and other images. They should be high resolution (200-300 dpi). Please keep this in mind when photographing credit union events with a digital camera. See your camera's instruction manual for high resolution settings.

You cannot use artwork off of a website for printing.

Do not download art/photos/logos from a website. This art will look fine on screen but in print it will be blurred. If the extension is .GIF it's most likely from the Web. If you're not sure if a logo is press quality, check the size of the file. If it's below 20k – it most likely is not.

We're here to help!

If you have any questions about artwork submission, just give us a call. We'll do everything we can to help.