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## ARTWORK GUIDELINES

### *Flexo printed items:*

Vector artwork is preferred.

Raster artwork is only acceptable for photographs and similar style artwork.

If raster artwork is the only art available recreation of the artwork will need to be done.

### *Digital (full color) items*

Vector or raster artwork is OK.

Vector artwork is preferred

If raster artwork is the only art available 600 dpi is required for best results.

**a** *Raster artwork is an image created of many pixels. This results in artwork that is not editable, scalable, or able to be separated for spot color reproduction.*

*Common Raster file formats include:  
.jpg .bmp .psd .tif .pcx*

**a** *Vector artwork is an image created of points and paths. This results in artwork that is editable, scalable, and able to be separated for spot color reproduction.*

*Common Vector file formats include:  
.ai .eps .pdf .wmf*

### *Tips:*

- PDF's are very common, however some are scanned images (which makes them unusable for artwork, but OK to show layout).
- Graphic software we use: Illustrator (CS4), Photoshop (CS4).
- Please note PMS colors especially if a raster image. Color can be matched close, but rarely perfect.
- There is a wide variety of file formats, these are just the most common.
- When in doubt, just ask.