ARTWORK GUIDELINES

To provide our customers with the best possible products & services, Versatrans® recommends the following guidelines when submitting your artwork.

ACCEPTABLE FILE FORMATS

Corel Draw®: Convert all the text to curves and save as a CorelDraw® 14(x4) version or lower.

Adobe Illustrator®: Convert all the text to outlines and save as Adobe Illustrator® 15 (CS5) version or lower.

Bitmaps: Most files with the extensions .jpg, .tif, .gif, and .psd can be used. This art will only be used as guides for My Graphic Artist™ services, unless used for Digital Transfers or Versa Color™. Recommended resolution for bitmaps is 150 to 300 dpi/ppi or larger than 800 x 600 px (1024 x 768 px preferably).

Other Formats: Versatrans® accepts other formats and art other than those listed above, such as faxes, cd's (and other storage devices), T-shirts, mail, and e-mails. Generally art submitted in formats other than .eps are considered unfinished art and will have to be recreated.

PLEASE CHECK ALL FILES FOR VIRUSES

FINISHED ARTWORK

For artwork to be considered finished, the following guidelines below should be followed:

1. Artwork must be vector art. Artwork that is not in vector format can only be used as a guide for My Graphic Artist™ services, Digital Prints or Versa Color™.
2. To avoid errors in missing fonts and altered formats, please provide all text converted to curves/outlines.

   To convert text to curves using Corel Draw®:
   First select all the art by going to Edit → Select All → Text on the menu bar. We tell you to select all the artwork to ensure ALL the text is converted.
   While everything is still selected, go back the menu and click on Arrange → Convert to Curves. Or by using the shortcut keys "Ctrl+Q".

   To convert text to outlines using Adobe Illustrator®:
   First select all the art by going to Select → All. We tell you to select all the artwork to ensure ALL the text is converted.
   While everything is selected, go back to the menu and click on Type → Create Outlines

   ***We suggest saving a second file instead of saving over your original. Once the text is changed to outlines, the text can no longer be manipulated.*

3. **Minimum line thickness for our Standard Transfer is .014" (or 1 point). We also request that the minimum knockout space be .028" (or 2 points). Specialty Transfers require a thicker line. Glitter Transfers must have .028" (2 points) line thickness and knockout. Foil Tranfers must have at least a .042 (3 points) line thickness and at least a .069 (5 points) knockout space.**

1 Point Stroke

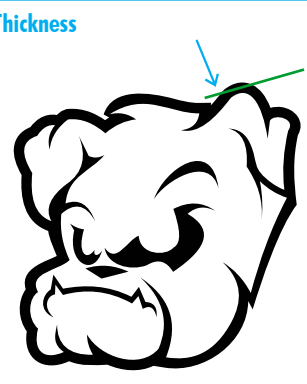
STROKE THICKNESS

All strokes in artwork must be at least 1-point to ensure the design prints properly for our standard transfers. Our specialty transfers need a thicker stroke. Please see above.

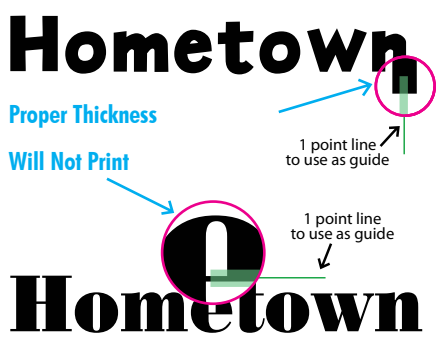
Checking Stroke Thickness

1. Make a line in your document and change the color so that it stands out against your artwork.
2. Set the stroke to 1 Point.
3. Test the line throughout the document, making sure all thin areas of your artwork are at least as thick as your line.
4. Once you are finished checking your artwork, delete the line from your file.

Proper Thickness



1 point line to use as guide



2 Point Stroke

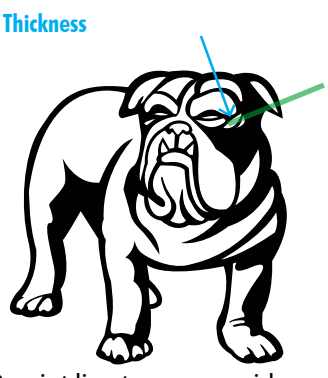
KNOCKOUT SPACE

Knockout space is a term used to describe the areas of a design that do not have any ink. This is the area where the garment will show through on the design. Having a 2-point knockout for our standard transfer type throughout the artwork ensures that all detail in the design will be maintained once it is pressed on the garment. Our Specialty Transfers need a thicker knockout space. Please see above.

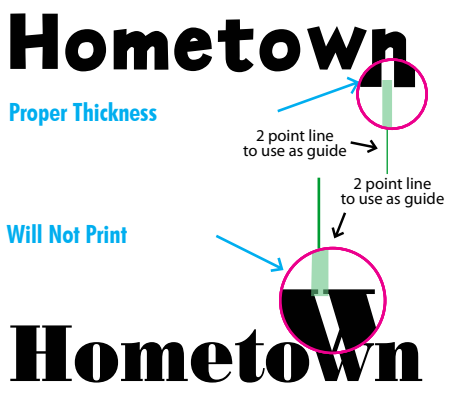
Checking Knockout Space

1. Make a line in your document and change the color so that it stands out against your artwork.
2. Set the stroke to 2 Point.
3. Test the line throughout the document, making sure all knock-out areas of your artwork are at least as thick as your line.
4. Once you are finished checking your artwork, delete the line from your file.

Proper Thickness



2 point line to use as guide



4. Halftones and Gradients should be solid editable vector art. Halftones and gradients *should not* be broken into smaller parts or expanded. We do accept blurs and drop shadows but no blends please.

DIGITAL PRINTS

For Digital Prints to be of the highest quality, the following guidelines below should be followed.

1. Resolution should be 150 to 300 dpi/ppi or larger than 800 x 600px (1024 x 768px preferably) for maximum quality. Standard website images are created at 72 dpi/ppi, these low resolution images do not print well.

2. Color should be in CMYK to get a more accurate representation of color. Website images are usually created in RGB colors.

3. The print area for Digital Prints is 10" x 16".

VERSA COLOR™

We accept both raster and vector artwork for our Versa Color™ transfers. Versa Color™ transfers look great on both light and dark garments. There is an automatic $60 set-up fee for all Versa Color™ orders.

1. Versa Color™ is a CMYK transfer, not spot colors. Color should be in CMYK to get a more accurate representation of color. Website images are usually created in RGB colors. Versa Color™ can not accurately replicate the entire full spectrum of colors.

2. Resolution for raster artwork should be 300 dpi/ppi or larger than 800 x 600px (1024 x 768px preferably) for maximum quality. Standard website images are created at 72 dpi/ppi, these low resolution images do not print well.

3. We require a vector clipping mask for raster artwork which can include an art fee.

4. Text that is not black or white anywhere in the artwork must be at least a point size of 35 to print clearly. This size is based on a standard block font (ex. Arial). Different typestyles may require to be larger.

5. Versa Color™ jobs are done on a case by case basis. Versatrans® reserves the right to have final decision in whether or not the art can be printed to meet our quality control standards.

Roster Tips

1. Supply the list/names typed in a Microsoft Word® or Notepad document as you want them printed (ex. First Name Last Name). We DO NOT accept Microsoft Excel® documents.

2. Please do not layout names in Microsoft Word® or Notepad with multiple columns, rows and/or headings. Send it with a single column list. If you would like to show us how you want the list laid out for a My Custom Transfer order, supply both the layout file and single column list file.

3. Please select a font for your roster from our stock fonts listed on our website and My Design Book™.

4. Send the list electronically either by attaching to your online order form or by sending it to artwork@versatranz.com

5. There is a fee for rosters with more than 100 characters starting at $20. Typesetting fees typically do not go above $40.

Raster vs Vector

Bitmap images, also referred to as raster images, are made up of a collection of dots or pixels in a grid. Because bitmap images can produce painterly effects, they can be photographic in nature. Bitmap images are defined by the number of pixels in the image (called resolution) and the number of colors contained in the file (called bit depth). The resolution of a bitmap file is usually measured in pixels per inch (ppi) and is set when the image is created. For example, when you take a digital picture, scan a piece of art, or create a digital painting, you define what the resolution of that image will be. If an image has a high resolution, the individual pixels are smaller and, hence, give the image a greater level of detail. In extremely low-resolution images, the individual pixels might even be large enough to see, resulting in stair-step patterns, also known as jaggies. When bitmap images are enlarged, the pixels are just made larger. For example, if you take a 300 ppi image and enlarge it 200%, the effective resolution on the file is 150 ppi.

In contrast, vector images are made up of paths, called bezier paths, that are defined mathematically. These paths were originally developed for designing cars and airplanes. The paths use anchor points and control handles to define the position and behavior of paths on an *x,y* axis, which gives you the ability to create free-flowing shapes that are clean and sharp. because the anchor points on these paths are defined as mathematical coordinates, they are resolution-independent and can be scaled to any size without losing quality or appearance. In addition, working with distinct objects and paths makes it easier to create and edit artwork. For these reasons, vector images are perfect for logos, maps, and other artwork that must remain in a scalable and nondestructive form like screen printing.