

Creating Digital Artwork

To avoid costly errors and disappointing job delays it is important to supply proper digital artwork.

.EPS (vector) art files

Generally used for logos and small amounts of typography. Programs such as Adobe Illustrator, FreeHand and CorelDraw are used to create this file format. A Graphic Designer will have these programs; most "home" computers do not come with these applications.

- convert all type to outlines or paths.
- use proper color mode.

To add spot colors:

- do not use RGB color mode.
- choose Pantone (PMS) spot colors.

YES!



YES!



NO!



Follow these file standards so your order moves quickly through production.

Files should be assembled on our Item templates.

Visit www.admoreonline.com to download free templates.

Price includes a one color foil stamp imprint in one area, up to 15 square inches, in any location. If used with an embossed heading, the imprint must be positioned in the lower half of the front cover. Copy needs to remain 1/8" from any edge or fold. Use type that is 8pt. or larger and avoid screens or copy with tight, intricate detail.

