



Sew What? Inc. It's not a question. It's the answer.™

# FILE PREPARATION GUIDELINES

● **Please prepare your files according to the following guidelines. Failure to do so may result in additional art charges (see below).**

● **Preferred File Format:** Your artwork should be saved as an EPS or a PSD file. Doing so will ensure trouble free processing of your file and assist in making it possible for us to meet your quality and delivery requirements.

● **Acceptable File Formats:** Our digital printing equipment is PC Based (We do not work with native Mac Files).

**We work in the following programs only:** Illustrator CS5, Photoshop CS5

[If you are having problems saving in Illustrator – when you are saving change PREVIEW to NONE and UNCHECK "INCLUDE DOCUMENT THUMBNAIL"]

**Please provide PC files that meet the requirements as mentioned below.**

- BLACK should be in four colors; C:40, M:40, Y:40, K:100.
- All files should be in CMYK color mode.
- All files should be in layers. (Some exceptions)
- Any color preferences or concerns; please provide PMS colors for any Logos or Backgrounds and if possible please send an approved physical color PROOF for color matching.
- File Size cannot exceed 2 GB.

**Vector art:** Should be delivered as an EPS or .AI file. Please convert all text to outlines. That way, you won't have to worry about whether or not we have your fonts. If possible, choose to include all placed artwork in the file; otherwise, make sure to include the placed art on your disk.

**Bitmap art:** Should be delivered as a TIFF file in a minimum of 72dpi, at final output size.

**JPEG:** We prefer not to use jpeg files as the output is generally of poor quality.

**PSD:** File should be delivered so that final output will be at least 72dpi, and must be native PC file.

● **File Delivery:** Files may be delivered electronically. We recommend [www.hightail.com](http://www.hightail.com) or [www.dropbox.com](http://www.dropbox.com). Please call or email your customer service representative if you need assistance with sending art files. Ph: (310) 639-6000.

● **Art Charges:**

Sew What? Inc accepts only “print ready files” and does not offer graphic design or art/file prep services. For design and file work we recommend John Rios of John Rios Designs, [john@johnriosdesigns.com](mailto:john@johnriosdesigns.com), to assist in preparing (or repairing) your file. Please contact John directly for a design / art / file preparation quotation and request these services in advance to ensure timely delivery of your order.

**Note:** By submitting artwork you are accepting responsibility for reproduction of any copyrighted material. All Permissions for any reproduction must be obtained from the copyright owner and are the responsibility of the client. Sew What? Inc accepts no responsibility for legal challenges based on claims of copyright infringement. By submitting files for reproduction you accept full legal and financial responsibility for any such challenges.

**Have Questions? Please contact us at: 310-639-6000**