

Art Guidelines

Creating Your Own Artwork

Transfer Express® utilizes graphics applications for PC. Please refer to the following specifications when preparing to send your artwork. If using a Macintosh, refer to the section "Art with a Mac."

Acceptable File Formats



CorelDraw®	Version 9 and above. All artwork should be "ON" the page.
Adobe Illustrator®	All versions. All files should be saved with the .eps extension. If using Illustrator 8 or higher, save the file as a version 8 .eps file. If sending Mac Illustrator files, please see the section "Art with a Mac." All artwork should be saved on the artboard. We prefer EPS 8 files from Illustrator but make sure the "Create PDF compatible file" option is checked when saving an Illustrator AI file.
Adobe Acrobat® (PDF Files)	All versions. PDFs can contain vector and bitmap graphics/text. All text should be converted to curves. All artwork should be "ON" the page.
Bitmaps/Jpgs (photos)	Most files with extensions .jpg, .tif, .gif, .psd and .bmp can be viewed. For screen printed transfers, these files will be used only as guides from which the artwork will be recreated. Grayscale and full color bitmaps, such as photographs, can usually be used as provided for digital transfers.
Photoshop® Corel Photo Paint®	All versions. For screen printed transfers, these files will be used only as guides from which the artwork will be recreated. Grayscale and full color bitmaps can usually be used as provided for digital transfers.
Microsoft Word®	These files may contain usable art or they will be used as a guide for recreating the art.

Sending Artwork for Quotes or Orders

1. Check all files for viruses.

We will not accept any files that contain viruses.

2. Submit ONE artwork file per order.

A reference number will be assigned to each file. Please do not include multiple pages in your files. Send each as an individual file.

3. File reviews occur throughout the business day.

Files must be received **BEFORE 1pm EST** to be entered as an order on the day it was submitted. All files are reviewed to see if they are usable. Once reviewed, your file will be assigned a status. We will notify you of this status as soon as it is assigned via the email address you provide.

4. Due to viruses, we do not accept artwork via email. Go to **TransferExpress.com**, click on "**Send Us Your Artwork**" and follow the steps.

5. A Dealer Services Representative will contact you after your artwork has been reviewed to discuss your order.

6. Artwork verification: We may request a fax, jpg or pdf to verify all is correct with the artwork.

Mailing Artwork on Disks or CDs

1. Include pertinent contact information.

Be sure to include your company name, contact name, phone number and address on all correspondence. This will allow our Dealer Services Representatives to contact you as soon as possible.

2. File names:

Please include only files on the disks that you would like processed. Also, please list the file names on your correspondence so we can be sure we reviewed all of your files.

3. Disk Formats:

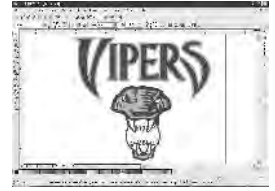
We accept recorded CDs & DVDs.

4. Check all files and disks for viruses and pack them well.

We will not accept any files or disks that contain viruses. Make sure all disks are safely packaged so that they are not damaged en route.

Art Guidelines

Artwork for Screen Printed Transfers



Screen printed transfers require vector artwork. You can either send us vector artwork and we can print it as is or with adjustments or you can send us bitmap artwork that we will convert to vector. Just send us the best artwork you have.

1. Size - maximum is 11.25" x 14":

Although it's not required, it is a good idea to send us your file at the size you want it printed.

2. Convert text to curves:

For vector files, please convert all text to curves/outlines before sending them. For Photoshop® files, please rasterize/render all type layers.

3. Colors:

We use spot colors for screen printing. You can use spot colors when creating art, but it is not required. Use consistent colors in your file.

Example: Use the same blue for all your blue areas.

4. Line Thickness:

- .012"** _____ • Recommended line thickness for Hot Split, Goof Proof®, Polytrans, Pearl and Elasti Prints® is .012" thick for printed areas.
- .025"** _____ • Recommended line thickness Reflective and Glitter is .025" thick for printed areas.
- Recommended line thickness for non-Puff colors is .012" thick for printed areas (This may need increased if printed next to a Puff color. Be aware that Puff ink will increase the printed line thickness. A line that is .023" will puff up to become .05" in the applied transfer. _____ **.023" puffs to .05"** _____

5. Show-Thru Thickness:

- .04"** _____ • Recommended show-thru thickness for all screen printed ink formulas is .04" thick for show-thru areas except for Puff.
- .1"** _____ • Puff show-thru thickness should be .1" thick.

6. Special effects, fades, shadows, shading, etc. not recommended:

Special effects are hard to reproduce with screen printing. Send a fax backup with your file and we will try to match the effect as close as possible.

Some special effects just can't be produced with screen printing. Consider digital transfers if your art contains these.

7. Sending artwork: Artwork can be sent through our web site TransferExpress.com or put on CD or DVD and mailed to us.

8. Artwork verification: We may request a fax, jpg or pdf to verify all is correct with the artwork.

This will be used to ensure that the transmitted file is EXACTLY what you were trying to send.

Artwork for Digital Transfers

Digital transfers are created using a digital process. Unlike our other transfer formulas, we can print vector or bitmap files for digital transfers. For best results, please read the following specifications.

1. For Bitmap/Photo images - Resolution at 300 dpi:

Images should be created and saved at a resolution of 300 dpi (dots per inch) and at the size it will be printed. Enlargements of your file can cause poor image quality (**Note:** Web site images are created at 72 dpi - low resolution images don't print well).

2. The maximum size for Photo Prints is 11.25" x 17":

It is always best to specify the size that the final image area should be, even if you save the file to size.

3. Convert text to curves:

For vector files, please convert all text to curves/outlines before sending them. For Photoshop® files, please rasterize/render all type layers.

4. Color/Mode should be CMYK (process):

Digital transfers are printed in CMYK process colors (not spot colors like our screen printed transfers). Not all RGB colors can be rendered in CMYK; therefore, you should convert the file before sending it (**Note:** Images on web sites are usually created in RGB colors).

5. Special effects, fades, etc. can be used:

Our digital transfers can reproduce multi-color fades and other special effects within your artwork. All fades, colors, effects, etc., should be set up in process CMYK colors.

6. Sending artwork for digital transfers:

Artwork can be sent through our web site or on disk. However, most bitmap/photos files set at a high resolution (300 dpi) will be large in file size. Unless you have a high speed connection, you may want to send high resolution images through standard postal mail on a CD or DVD.

7. Artwork verification: We may request a fax, jpg or pdf to verify all is correct with the artwork.

This will be used to ensure that the transmitted file is EXACTLY what you were trying to send.

CAD-PRINTZ™ Line thickness and show-thru thickness:

- **.1"** • Recommended thickness for white or metallic only areas is .1" thick
- **.1"** • Recommended thickness for non-printed/show-thru areas is .1" thick

Artwork created on a Mac

Artwork files must include the extension in the file name. Example: tigers.eps.