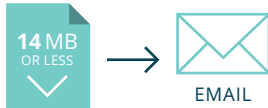


Artwork Submission Guidelines



artwork@systemaxsolutions.com



systemaxsolutions.com/artworksubmission

Acceptable file types (print)

We use the Adobe Creative Cloud (CC) versions of InDesign, Illustrator and Photoshop and can accept files at this version level or lower.

* Use the key below to see which file types can contain certain elements.

- VECTOR GRAPHICS
- EDITABLE TEXT
- BITMAP IMAGES



WHAT IS A VECTOR GRAPHIC?



A series of mathematical points & paths that can be infinitely resized.

ALL LOGOS SHOULD BE SUBMITTED IN VECTOR FORMAT

WHAT IS A BITMAP IMAGE?



A map of individual bits, also called pixels, that are all assigned their own color.

BITMAP IMAGES CAN ONLY BE RESIZED TO A SMALLER SIZE

Resolution

Resolution refers to how many pixels make up an image and is measured in **ppi**, or **P**ixels **P**er **I**nc.

Your resolution will depend on how big the final print size will be. We require most printed pieces to be set up at **300 ppi** at 100% final print size. Snapquik banners & other large signage can be set up at **150 ppi** at 100% final print size.



* Always check your resolution (ppi) **AND** your measurements (in/cm/mm). An image may be the correct size but if the resolution is low, the pixels will enlarge to fill the space and create a jagged, pixelated image in your printed piece.

Check list

- If artwork extends to the edge, 1/8" bleeds have been added
*Snapquik artwork does not require bleeds
- All font files are being sent with the artwork or all text has been converted to outlines
- Files use CMYK **OR** Spot Colors (use the Separations Preview window to find pesky anomalies)
- All artwork in the file is linked before packaging, exporting or saving as a different file type
- All images are at the correct resolution (see section above on resolution)
- Large files have been zipped (.zip) or stuffed (.sitx)

Have other artwork questions?

Email us at artwork@systemaxsolutions.com

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