
Art Requirements for your Promotional Products

The key to quality output starts with quality artwork!
Save time and money by supplying our art department with the right file format.

Raster Images and Vector Images

There are 2 basic types images used in the computer world. All file types fall into one of these two categories, Raster or Vector. Raster is an image that is created by using dots of color to create the desired image. If the image is created very large and the image is reduced for printing or viewing, the image appears more sharp to the eye. If it is created small and it is enlarged for printing or viewing, the image appears dull, washed out and pixilated.

Digital cameras take raster images, i.e. JPG, RAW, TIFF. Digital Photos are raster images. The larger the file, the more information it holds which allows you to enlarge your image without as much degeneration.

Vector is an image that uses mathematical information about shapes and lines to create the desired image. A line can be enlarged and it is still a line, with clean, sharp edges. FONTS (typed text) are usually in vector format. It is this format that we recommend and prefer for all text as well as logos and graphics, if possible.

Fonts

A Font is another name for Typeface. Fonts are contained in a font folder in your compute and are used in all of your computer programs where typing is one of the functions. You'll notice a wide variety, each exhibiting their own unique style. Choosing the right font helps convey the "feeling" of your message. Please convert all fonts to shapes or outlines.

Caribbean Creations Promotional Products

If you are ordering promotional products from Caribbean Creations they will most likely include a one color or "spot" imprint. This type of imprint would require Vector Art. If you are looking for the files on your computer they would most likely have an .EPS or .AI extension, i.e: "[MyLogoFile.EPS](#)" It is also possible for our art department to glean vector art from a PDF *if* the document was originally created using VECTOR graphics and not an embedded picture.

If your company has a multicolor logo with fades and shadows, you will want to choose from our many promotionals that offer Four-Color Process printing. Some examples are: Mouse Pads, Koozies, Tote Bags, Post-It Notes, Cups/Mugs & Pens. Four-Color is usually available for most spot color items for a small up-charge.

Business Cards, Rack Cards, Postcards and Flyers are good recruits for Four-Color Process. For these products a high Resolution Image (at least 300 DPI) will work. Do not submit JPG's for production art.

USEFUL TERMS / DEFINITIONS

Vector Artwork: Artwork that stores mathematical information about shapes and lines is called vectors. They can be scaled easily without producing the "stair-step" edges you will see in pixel-based (raster) images. They adapt to the resolution of any output device and are considered to be resolution independent.

Raster Artwork: Artwork and images that are defined by a checkerboard pattern, similar to viewing mosaic tiles. Raster images are limited by the number of pixels and cannot be enlarged without producing noticeably jagged, stair-stepped edges. They are produced by digital cameras, scanners, and can also be created by programs like Adobe PhotoShop.

Spot Color: Solid, generally flat fields of color. Used for silk screening where a printer can lay down several solid areas of color to produce multi-colored artwork; also used to identify additional colors in a four-color process file or print job.

Color Space: Refers to the use of color in an imprint or graphic file. Defined for our purposes as spot color, no color, RGB or CMYK.

RGB: Colors defined as a combination of three colors red, green and blue to produce millions of other colors.

CMYK: Colors defined using a combination of four colors cyan, magenta, yellow and black to produce millions of other colors; often referred to as four-color process.

Resolution: The measurement of quality (pixel per inch in file or dots per inch in output). Low-resolution images may be as low as 72 dpi (or less). High-resolution images may be as high as 600 dpi (or more).

