

# ART GUIDELINES

## Creating Your Own Artwork

Transfer Express® utilizes graphics applications for PC. Please refer to the following specifications when preparing your artwork. Artwork created on the MAC must include the extension in the file name. Example: tigers.eps.

### Acceptable File Formats

CorelDraw®	Version 11 to X7. All artwork should be "ON" the page.
Adobe Illustrator®	All versions. All files should be saved with the .eps extension. If using Illustrator CC (Creative Cloud), save the file as a CS5 .eps file. All artwork should be saved on the artboard. We prefer eps files 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 as long as the resolution is a printable quality.
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 as long as the resolution is a printable quality.
Microsoft Word®	These files may contain usable art or they will be used as a guide for recreating the art.

## Artwork for Screen Printed Transfers

Screen printed transfers require vector artwork. You can send us vector artwork and we can print it as is or with adjustments. You can send us bitmap artwork that we will convert to vector. Just send us the best artwork that 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.
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, and Elasti Prints® is .012" thick for printed areas.
- .025"  • Recommended line thickness for Glitter is .025" thick for printed areas.

#### 5. Show-Thru Thickness:

- .04"  • Recommended show-thru thickness for all screen printed ink formulas is .04" thick.

6. Special effects, fades, shadows, shading, etc. are not recommended: Some special effects just can't be produced with screen printing. Consider Stretch Litho full color transfers if your art contains these.