



Corporate Branding Art Requirements

When it comes to applying artwork, ColorWare strives to give you the highest quality possible. This is why the artwork you submit is very important to the success of your project. Below are some basic guidelines to follow when submitting your artwork.

Once you have decided to brand your product, you will need to supply ColorWare with artwork that meets certain specifications. Essentially there are two forms the artwork may take: Vector or Raster.

Vector Graphics:

- » Include all spot colors and font files for any adjustments that may need to be made.
- » All fonts must be converted to outlines.
- » All layers must be accessible and editable.
- » Acceptable file formats: .ai, .eps, .svg

Raster Graphics:

- » Image dimensions must equal or exceed the dimensions of the intended product. Bigger is always better.
- » Images must have a minimum resolution of 300 dots per inch at its intended dimension.
- » All layers must be accessible, editable and unflattened.
- » Acceptable file formats: .psd, .psb, .tif

Any artwork 5MB or less can be emailed to your representative. If the artwork is over 5MB, please contact your representative to discuss the easiest method of submission.

Glossary

Vector: Preferred by ColorWare, Vector graphics are made up of points, lines, curves and polygons based on mathematical equations, which create simple shapes filled with color. Vector Images can be created and resized without any quality degradation. Vector images offer the widest range of application techniques, and allow for some of the most interesting designs. Adobe Illustrator is the primary program that creates Vector art.

File types: .ai, .svg, .eps

Raster: A Raster image is made up of a large mosaic of pixels, or dots, with each pixel displaying it's own color information. Raster images are constrained to two variables: Dimension (width x height in inches or centimeters) and pixel density (number of pixels in each dimension). The combination of these decides image quality. An image that has 300 dots per inch (dpi) will be much clearer than an image that only has 72dpi. Adobe Photoshop files and digital photography are examples of Raster art.

File types: .psd, .psb, .tif

Resolution: Also known as pixel density, it only affects Raster images. It is the number of pixels within a given dimension. More pixels in a given space will increase the detail in an image, much like going from Standard Definition TV to High Definition TV. Simply increasing the size of the image will not increase the resolution; by increasing the size of the image, you increase the size of each pixel within the image, thereby lowering the pixel density.

Layered Images: Layered images are files created in image editing software, such as Adobe Photoshop, that consist of multiple image elements stacked from front to back. Placing a new layer in front of another layer preserves that layer's image information. This reduces overhead and allows for maximum flexibility in the production process.

File types: .psd, .psb, .tif

Flattened Images: Flattened images may have begun as a layered image, but have ultimately been compressed down to one layer while discarding any information that was hidden by the front-most layers. Flattened images are difficult to work with, and may require editing before going to production, thereby increasing cost.

File types: .jpg, .gif, .bmp