

# \$2.95 Guys Artwork Specs

The **\$2.95 Guys** have a full service Graphics Department to ensure your design is the best it can be. Our team of creative artists have a wide range of styles to meet any need.

**Rough Artwork** - If your design is not in a properly built digital design format, we must convert it to one. We charge by the hour to perform this service and will provide an estimate of the time required to do so before any work is done. The quality of materials we work from will determine the cost and accuracy of the finished file.

- **The largest, sharpest, cleanest original images available are best.**
- **Images poached from the web, faxed, or copied materials that are low resolution may not be acceptable and will be used for concept only.**

**Vector Based Art Files** - Properly built vector design files are processed without additional art fees.

- **All fonts must be converted to outlines**
- **Specify all colors as Pantone Solid Coated**
- **Properly built gradients are ok.**
- **Transparency and other special effects usually require modifications.**
- **CorelDraw files must be exported as Illustrator. with fonts converted to outlines.**
- **In Design or Quark files must be submitted as EPS**

**Pixel Based Art Files** - Adequate size & resolution is the key to quality. We do not use CMYK color separations. Most images are processed with specialized software to create a set of "Simulated Process Spot Color" separations. These are superior to CMYK, with a wider color gamut and the ability to print on colored shirts.

- **300 dpi at final print size is optimum, 200 dpi is minimal.**
- **Increasing image resolution of an undersized file usually makes it worse.**
- **RGB is preferred, but keep file in the mode you created it, don't convert RGB to CMYK or vice versa.**
- **Provide file with original creation layers when available to minimize color separation fees.**
- **JPEG file compression causes pixel damage, avoid using it as a file format.**

## Imprint Sizing

Standard prints can be as large as **14.5"w x 15.5"h**

Oversize printing is available at an additional cost. (**Up to 17.5"w x 20"h**)

Unless you specify an exact design dimension, we will recommend a size that fits the artistic goal.

**Artwork can be uploaded at the following address:**

ftp://107.201.18.179

User: 295guys

Pwd: 295!Guys

**Our goal** is to prepare your design to print at the highest possible quality.

If you have questions or need assistance, please email **art@295guys.com**

**or call us at (800) 536-5959 or (858) 513-7000.**