

Digital Artwork Guidelines

File Format:

- Adobe Illustrator CS2 or earlier versions.
Vector Files (Illustrator) should be saved as ai. or eps. or earlier versions.
- Adobe Photoshop CS2
Raster Files (Photoshop) should be saved as .psd, .eps, or .tif
A .psd file with all the layers is necessary if further manipulation of the image is required.
Photoshop files only work if the end use is Digital Printing.
If the manufacturer we are using only accepts vector art, then your Photoshop art will need to be re-created in a vector format (Illustrator) for a fee.
- Adobe Acrobat
PDF (Portable Document Format)
Please embed linked images and fonts.

Media:

CD or by FTP.

Color:

Specify PMS numbers for color matching.

Fonts:

All fonts must be outlined, or include all printer and screen fonts in a Macintosh format.
We do not support PC fonts.

We will do our best to re-create your artwork if sent in a program we don't use. Please send a PDF or jpg as a proof, so we have something to work from. O2 Marketing's Design Department can help you if you have any questions, please feel free to call 510-553-0202.