

Submitting Artwork:

When submitting your artwork please make sure to reference the following:

- Order, Quote, Purchase or Confirmation number
- Contact information
- Special messages you would like us to know about your artwork/order

★ Email Your Artwork To:

➤ custom@dfsbusiness.com

- When emailing your artwork, please attach your files rather than embedding or pasting your artwork into the email.
- Do not supply a link to download your file; we are not authorized to access most websites.
- Reference all order & contact information within the email.

If you are having any issues emailing your artwork, or for files too large to email, we also accept:

• **Uploaded Artwork via Sharefile.com**

Click on this Link to upload artwork:

designservices.sharefile.com

Upload instructions maybe found here:

[ShareFile.com instructions](#)

• **Mailed hard copies, discs and flashdrives**

Hard copies must be clean, clear and legible.

Mail to: [DFS Artwork Services](#)

Attn: Design Services / CID or Order Number

642 Cowpath Road #283

Lansdale, PA 19446

*reference all order & contact information

Basics:

- All logos must be **at least 1" x 1" at 300 DPI resolution** to print well at press.
Scanned images should be scanned at ACTUAL print size and at least 300 DPI resolution.
Images pulled from a website are usually 72 DPI and are not an acceptable resolution for print.
Printing these images will result in blurry and pixilated artwork.
- For optimal printing quality, we prefer vector (or computer drawn) artwork over scans, copies and photographs.
- Remove any extra items in your files and keep illustrations clean.
- All text should be converted to outlines, curves or paths depending on what program you are working with.
- We do not accept faxes.
- Make sure there is a file extension at the end of your naming convention. Ex: logo.PDF

File Formats:

We accept and support the following formats:

Preferred File Formats:

- **PDF, EPS, AI, CDR, TIFF**

Acceptable File Formats:

- PSD, PS, QXD, IND, JPG, PNG

- **Microsoft office:** Artwork submitted by Word or Publisher will take additional time to process and may delay your order. To avoid any delays, please save your Microsoft file as a PDF file from the original computer your artwork was created on to embed all fonts and images.

***We do not accept Excel or Powerpoint files.**

Important Note:

- **Custom orders valued at \$1,000 or greater, before applicable discounts may NOT be covered by our 100% Unconditional Guarantee.**

We can attempt to work with other file formats, but not all formats are compatible or considered print ready. If your artwork is not considered print ready we may charge an additional fee to redraw if you cannot provide a better file.

We may need to alter your logo to fit our printing specifications.

An Electronic Art Representative will be in touch with you if your artwork does not meet our requirements.

ShareFile.com Instructions:

1. Use the following link to access Design Services' ShareFile upload page:

<https://designservices.sharefile.com/remoteload/e4eef5c7-24f4-4087-bc99-1a54c3398e54>

2. Enter all requested information on the upload form.

- Be sure to use the Contact Name, Email Address and Phone Number used while placing your Order/Quote request.
- If no Order or Quote Number is available, please supply any other Reference Number you have that might help us associate your artwork with your order. (Ex: PO#, G#)
- Include any special instructions or requests concerning your artwork in the Notes field.



Contact Name/Customer:	<input type="text"/>
Email Address:	<input type="text"/>
Contact Phone Number:	<input type="text"/>
Quote/Order Number:	<input type="text"/>
Notes:	<input type="text"/>

3. Browse to your saved artwork files or Drag them into the window indicated.

To Upload Multiple Files:

- Multiple files can be uploaded simultaneously.
- You may also Zip your files and upload the Zipped file.

Note: If your artwork contains many pre-linked files, then zipping these in advance of uploading is the suggested method, as this helps to preserve the links.

2 items		Clear all	+ Add more
×		205123456_1.pdf	6.54 MB
×		205123456_2.pdf	6.54 MB
<input type="button" value="Upload"/>			

4. As files are added, they will appear on the Upload list. Once all files have been added, select **Upload**.

5. Files will upload one at a time, the status of each indicated on an upload status bar next to the file name. Once all files show as uploaded, the upload window may be closed.

To Upload Additional Files:

Close the original upload session window and reselect the link above to begin a new upload session. Reusing the same upload session can prevent the files from uploading properly.

Resolution:

Resolution is the amount of detail available in an image, directly effecting picture quality. It is measured by dots per inch (DPI) or pixels per inch (PPI).

Resolution Requirements

- All logos must be **at least 1" x 1" at 300 DPI** (dots or pixels per inch) **resolution** to print well at press. Images pulled from a website are usually 72 DPI and are not an acceptable resolution for print. Printing these images will result in blurry and pixilated artwork.
- DO NOT try to change from a low resolution to a higher one by increasing the resolution in your imaging program. This will cause the image to print blurry and pixilated. This may also cause a delay on your order.

Scanned Images

- Scanned images should be scanned at ACTUAL print size and at least **300 DPI** resolution.
- A scanner must be preset to the proper resolution before the image is captured. Many scanners default to 150 DPI resolution.
- Set scanner to Grayscale or Color, do not scan in Bitmap.

Acceptable Print-Ready Logo



2" x 2" at 300 DPI resolution

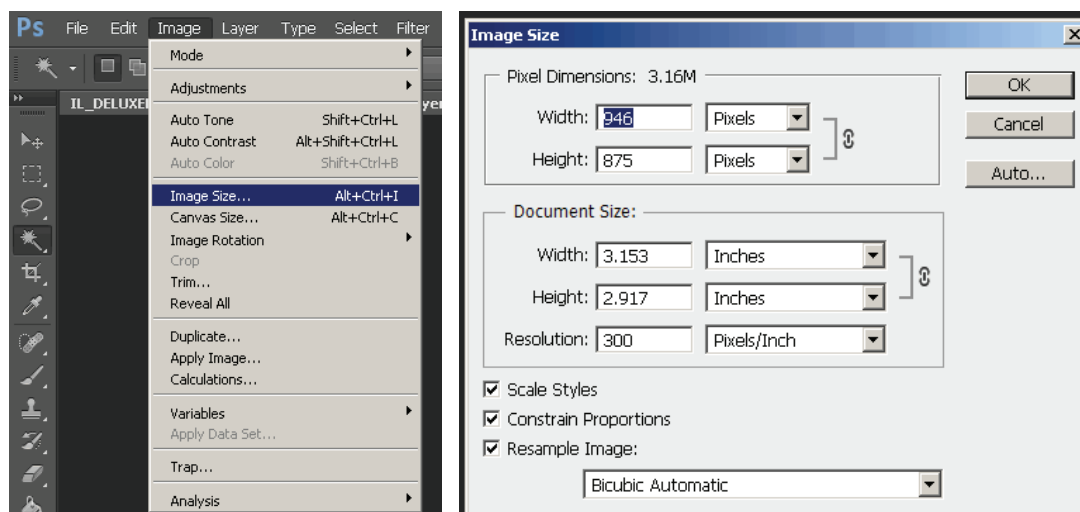
Non-Acceptable Logo



1" x 1" at 72 DPI resolution

How to Check Resolution of your Logo in Photoshop

- Image > Image Size



We can attempt to work with other file formats, but not all formats are compatible or considered print ready. If your artwork is not considered print ready we may charge an additional fee to redraw if you cannot provide a better file.

We may need to alter your logo to fit our printing specifications.

An Electronic Art Representative will be in touch with you if your artwork does not meet our requirements.

Signatures:

When submitting your signatures please make sure to reference the following:

- Order, Quote, Purchase or Confirmation number
- Contact information

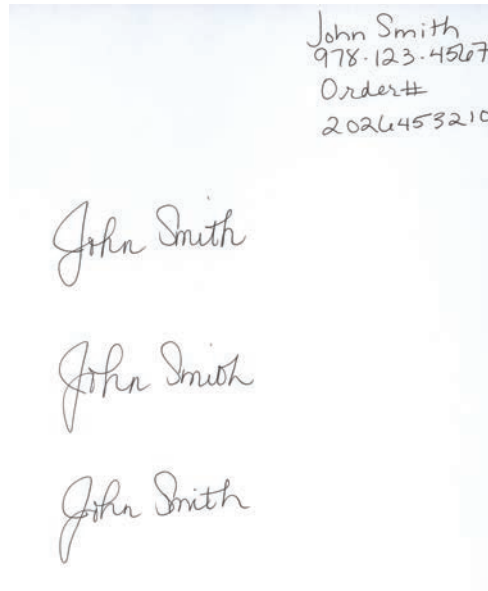


Follow instructions under [Submitting Artwork](#) for sending us your signature file.

Signature Requirements

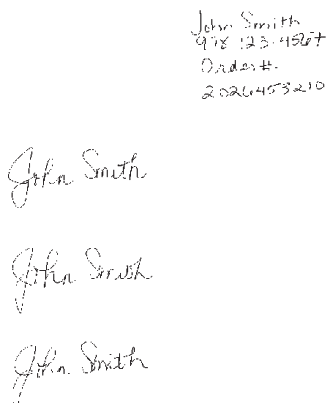
- Sign your signature 3 times on a blank white piece of paper in black ink.
- Do not sign your signatures on lined paper or in marker.
- Reference your order and contact information on your signature sheet to avoid delays.
- If you can't mail us a hard copy of your signatures, you may also scan them and email to us.
- When scanning your signatures, please scan at ACTUAL print size and at least **300 DPI** resolution.
A scanner must be preset to the proper resolution before the image is captured.
Many scanners default to 150 DPI resolution.
Set scanner to Grayscale or Color, do not scan in Bitmap

Acceptable Signature File

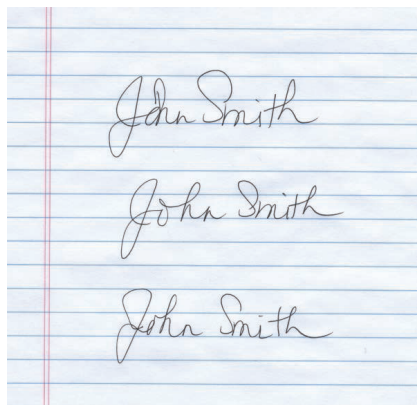


Non-Acceptable Signature Files: All examples may delay your order.

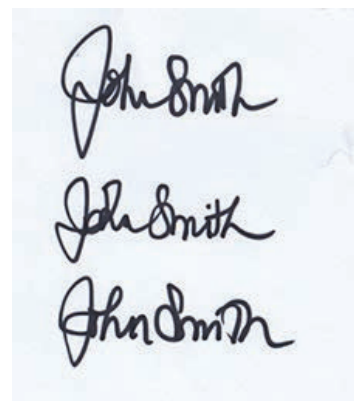
Scanned less than 300 DPI resolution



Signed on lined paper



Signed with marker



How-To's:

Helpful Tips for Saving Artwork Correctly

★ How to: ➤ Make sure Illustrator document is clean with no extra hidden items

To make sure there are no extra hidden items in your file to keep it clean and to avoid delays, press **CTRL + Y** in Illustrator. This allows you to view all layers of your document in Illustrator.

Example of file ready to be sent



Example of same file in **CTRL + Y** mode



★ How to: ➤ Make a Microsoft PDF file

Artwork submitted by Word or Publisher will take additional time to process and may delay your order. To avoid any delays, please save your Microsoft file as a PDF file from the *original computer your artwork was created on* to embed all fonts and images.

You need to have Adobe Acrobat to create the PDF.

1. Right click on the name of your file.
2. Choose convert to Adobe PDF.
3. Save file.

If you do not have Adobe Acrobat, go online and make a free pdf: www.freepdfconvert.com

★ How to: ➤ Create text/fonts into outlines or curves

Illustrator and Indesign

- Select All: press **CTRL + A**
- Create Outlines: press **SHIFT + CTRL + O** or select the Type menu then scroll down to Create Outlines

Corel

- Select All: press **CTRL + A**
- Convert to Curves: press **CTRL + Q** or select the Arrange menu then scroll down to Convert to Curves

★ How to: ➤ Purchase/Download Internet or Stock Photo images correctly.

- When downloading or purchasing images from the Internet, make sure they are **at least 300 DPI Resolution**
- Example to the right is an image not purchased or downloaded correctly from a Stock Photo website. These are not acceptable files for us to print. Once the file is downloaded correctly, the logo will not appear on the image
- Use website instructions on all Stock Photo websites for correct download.
- Do not right click on image and save to your computer.



Full Color:

Full-Color, Print-Ready Acceptable Format: ★ High-resolution **PDF** files only

Orders valued at \$1,000 or greater, before applicable discounts may NOT be covered by our 100% Unconditional Guarantee. This means that DFS will not be responsible for:

- Spelling, punctuation or grammatical errors
- Inferior quality or low-resolution images
- Design errors introduced by the customer.

To keep costs down and ensure you get the quality product you can be proud of, please review all art files carefully and correct any mistakes prior to placing your order or providing your artwork.

★ ITEMS TO WATCH FOR WHEN CREATING PRINT-READY PDF DOCUMENTS ★

SIZE & BLEEDS ➤ All PDFs submitted should be saved at ACTUAL print size, plus a **.125" or p9 bleed** added on all 4 sides. This adds 1/4" (.25") to both the height and width.

- For example, a 3.5" x 2" business card should be set up as a 3.75" x 2.25" document. See EXAMPLE.
- When an image extends past the trim edge, this is a bleed.
- In the document layout program (ex., Quark, Indesign) you must extend the bleed out past the document edge.
- Using guides is helpful.

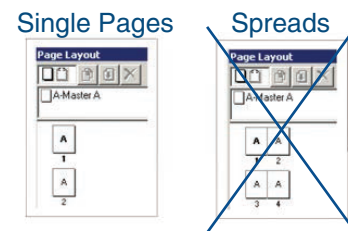


CROP MARKS ➤ Do not add crop marks to any PDF submitted for print.

OUTLINE ALL FONTS ➤ All fonts should be "outlined" or turned to "curves" on entire file prior to saving your PDF.

SINGLE PAGES ➤ Save your PDF as **SINGLE PAGES** in consecutive order.

- Any layout over 2 pages should be saved as one PDF file.
- DO NOT design in Spreads (also known as Facing Pages).
- Design in Single Pages only.



COLOR ➤ Files should be created in **CMYK** color, not RGB. (CMYK is for printing, RGB is for screen and Web only.) Black text should be 100K, not "Built" black.

- **(C-0 / M-0 / Y-0 / K-100)**

Large black areas over .5" should use as "Built" black

- **(C-50 / M-40 / Y-40 / K-100)**

RESOLUTION ➤ For best quality printing, **300 DPI Resolution** images are required.

- 72 DPI is not an acceptable resolution for images for printed products.
- Resolution is the amount of detail available in an image, directly effecting picture quality. It is measured by dots per inch (DPI) or pixels per inch (PPI).



**300 DPI
Print Quality**



**72 DPI
Screen Quality**

Contact Us:

If you have any questions or have any problems with your artwork file, please contact our [Electronic Art Department](#). Please make sure to include your Order, Quote, Purchase or Confirmation number when contacting us.

Thank you for ordering DFS Business products!

Electronic Art Department

- ★ Phone: >> 888.229.6327
- ★ Email: >> custom@dfsbusiness.com
- ★ Mail: >> DFS Artwork Services Attn: Design
Services / CID of Order Number
642 Cowpath Road #283
Lansdale, PA 1946