

What type of file do I need to send?

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- For **spot colour designs** the preferred file type is a vector file that can be opened in Adobe Illustrator CS2 (or legacy versions). Illustrator (.ai) Encapsulated Post-Script (.eps) or Illustrator PDF (.pdf) are acceptable file types.

Why vector files?

Vector Files are based on mathematical calculations to produce shapes instead of tiny squares (like digital photos). These files can be resized without losing quality. ie, The same file can be used to make a business card or a billboard advertisement.

What if I don't have a vector file for my logo?

Check with the company or individual who made the original design. They may be able to provide the original vector artwork file. Failing this, the design department at Advantage Packaging can redraw the logo at a rate of \$65.00 per hour. After redrawing your logo, we will provide you the raw vector file for you to use for future design work.

- For **process print designs** (CMYK) the preferred file type can be a vector layout (Illustrator) or a raster file (Photoshop). Acceptable files are Illustrator (.ai, .eps, pdf) or Photoshop (.psd, .tiff, .jpeg, .eps). Raster files must be at least 300 dpi. If you supply a layout with a raster (photo) image, please **do not embed** the image in the file, instead please **link it**.

What if my layout is not correct?

Our design department can review the file and advise of necessary adjustments or alternately, we can make the adjustments at a rate of \$65.00 per hour.

- For all designs, please convert text to outlines before sending the file.

Why do I convert text to outlines?

If you use specialized fonts in your design, our graphics department may not have access to these fonts. When converted, the text becomes a shape and does not require any special fonts to be installed. However, the text can no longer be edited directly, so it is important to verify spelling, grammar and accuracy of information.

How do I send my files to Advantage Packaging?

- Graphic Files can be supplied on CD, DVD, sent via email or uploaded to our FTP site.
- If you would like to upload to our FTP site, please contact us by phone or email to request a login / password.



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