THE ART MANUAL

THIS HANDY GUIDE WILL ASSIST YOU IN MOST OF YOUR ARTWORK RELATED QUERIES

Vector Artwork:

Vector artwork is made up of paths and is in an open, editable format. Working with vectors allows us to manipulate the artwork, as required, for branding purposes i.e. we can change colours, stretch or scale the artwork infinitely and make changes as requested. Without vectors we would be unable to make these changes.

Certain branding processes like Pad Printing, Screen Printing, Debossing and Laser Engraving, require vector artwork and we cannot brand without it.

Vector artwork can be created in a number of different applications. Below are a few of the applications which can create vector artwork. **Please note: placing non-vector artwork, for example a jpeg or other image file, into one of these applications does not make it a vector and we wont be able to use it.**

Vector Formats

Coral Draw (.cdr)	Adobe Illustrator (.ai)	EPS (.eps)	Free hand (.fh)	PDF (.pdf)

Vector artwork is essential for Pad Printing, Screen Printing, Debossing and Laser Engraving.

Non-Vector Artwork:

Non-vector (raster) artwork is made up of pixels, each a different color and arranged to display an image. Pixels do not retain their appearance as size increases. For this reason, when you enlarge a photograph or image it becomes blurry.

Non-vector artwork cannot be manipulated or changed in any way, essentially it is locked. Most non-vector images are jpeg's although many different formats are available.

With this type of artwork, we can only change the size of the entire artwork (to a certain degree) but cannot change specific elements within the artwork. For example, if we are supplied with the artwork below and asked to change the colour of the green button, we would not be able to do so.

Jpeg's can be used for all Digital Branding and Embroidery although it must be a high resolution jpeg. If any changes need to be made to the artwork before branding commences, a vector version of the artwork will be requested. Alternatively, we will need new, amended artwork to be supplied. The below are examples of non-vector file formats:

Non-Vector

| JPEG (.jpg) | GIF (.gif) | PNG (.png) | Microsoft Word (.docx) | Microsoft PowerPoint (.ppt) | Adobe Photoshop (.psd) |

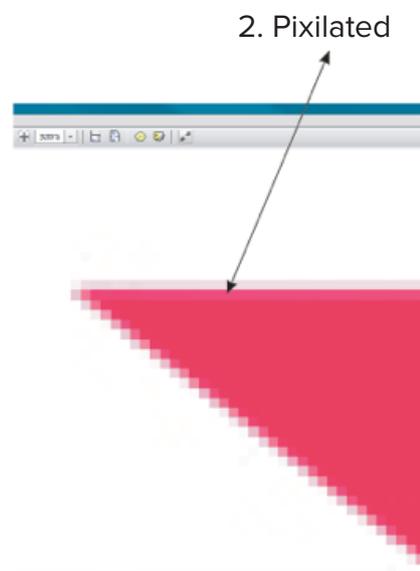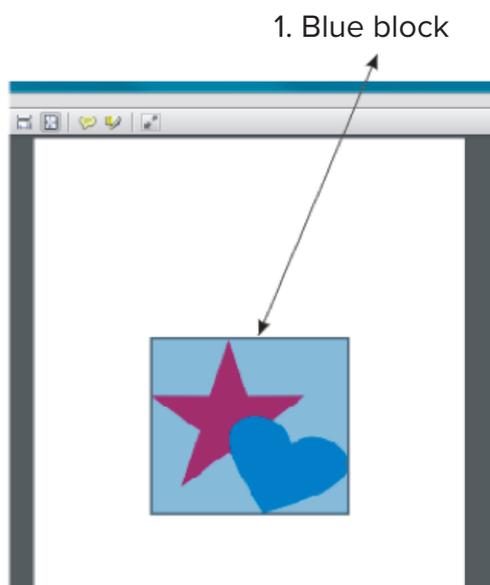Non-Vector artwork can be used In all Digital Processes and Embroidery.

PDF:

A PDF is one of the most common file formats that you will have access to.

PDF's are read only document that are great for viewing files that you don't have programmes for. PDF's can be viewed, printed and electronically transmitted.

Both vector and non-vector artwork can be saved in a PDF document. To check which type of artwork is saved, do the following:

1. Open the PDF, move your cursor over the artwork then click on the actual artwork. If a blue block appears, as per the illustration below, it is non-vector artwork.

2. Zoom into the artwork or image. If it pixilates, then it's non-vector.

1. Blue block

2. Pixilated

Quick Traced Artwork

We cannot redraw quick traced artwork as the result will not be acceptable for branding and it will not look like the original artwork.

Converting to Curves

When something is designed and there is text in the logo, a font is used to create the look of the text (cursive, bold, italics, stencil letters etc).

If the design is sent to another computer which doesn't have the same font installed, the text will automatically display using Arial as the default font. We then cannot use the artwork as the text will not be displaying correctly.

If this is the case, only a computer with the necessary font installed can convert the text to curves. This means that the text is changed from a font to a drawing so that when the artwork is dropped into Corel Draw, it reads the artwork as a drawing and not text.

Alternatively, you can send us the font files and we will install the fonts to avoid any issues like this.

As there are thousands of fonts and new fonts are created every day, we will not have every single font. It is very easy to convert text to curves. All that is required is for someone to open the artwork in the original design programme on a computer with the font installed, select the text and then select 'Convert to curves' from the text menu.
See the example below:

Text selected before converting to curves

Text selected after converting to curves

Convert Me!

Convert Me!

Redraws

Not all non-vector artwork can be redrawn. Images such as photographs of people, places or things cannot be traced, as per the example shown.