



ART SPECIFICATION **Guidelines**



CONTENTS

Woven Products	3-5
Select	3
Cord and Classic	4
Elite+(Plus) and Elite Fabric	5
Digital Transfers	6
Screen Printing	6
Pad Printing	7
Laser Etching	7

CONTACT INFORMATION

If you have any questions regarding artwork please contact customer service at: 1-888-558-1709
Please send artwork for orders to: artwork@promopet.com.

DISCLAIMER

The following guidelines are recommendations for the best quality print for each method for most art. Some designs may not work with these guidelines and may require additional sizing or alterations to successfully print. We reserve the right to change these specs at any time.

DEFINITIONS

VECTOR: Artwork that is non pixel based and that is scalable. Common file types are .eps, .ai and .pdf. Note: Saving pixel based images to these file extensions does not make them vector.

SERIF FONT: Fonts that have decorative lines at the ends of the letters & tend to have different size line thickness within the same letter. The smaller the font the more likely the decorative & thin lines will start to disappear. Avoid these with smaller text sizes.

SAN SERIF FONT: Fonts that do not have the decorative lines at the ends of the letters.
LINE THICKNESS: Weight of printed area including the thickness of a letter.

SHOW-THROUGH: The space between printed areas. If using reversed-out text it is recommended to increase text size to avoid the space of the letters filling in.



Times New Roman

Helvetica

WOVEN PRODUCTS

Select Webbing

Digital Artwork:

All digital artwork should be sent uncompressed in the following formats:

- All .eps files of vector art images only
- All .eps files must have fonts converted to outlines
- Embedded or other images/file formats placed within an .eps document are NOT acceptable

PC Software:

- Adobe Illustrator CS6 or lower (.ai, .eps or .pdf)
- Any other software (.eps ONLY)



Submitting Artwork:

Email artwork to artwork@promopet.com - the distributors' name and purchase order number must be referenced in the subject line. Please include a PDF for viewing.

Colors Option(s):

1-color woven imprint on 1-color webbing. See color chart for available colors. Color matching not available.

Webbing Colors:

All colors are available for imprints. White, Athletic Gold and Silver are also available for imprints. PMS numbers are approximate matches.

Standard background colors.



Black



Orange
(PMS 1665)



Red
(PMS 187)



Maroon
(PMS 188)



Purple
(PMS 268)



Royal Blue
(PMS 280)



Navy Blue
(PMS 2965)



Green
(PMS 341)



Forest Green
(PMS 5535)

Note: Production time will begin when proper artwork is approved and payment terms are accepted.

WOVEN PRODUCTS

Cord and Classic Webbing

Digital Artwork Preferred:

All digital artwork should be sent uncompressed in the following formats:

- MIN raster image resolution: 150 DPI
- All .eps files must have fonts converted to outlines (raster and vector)
- Faxed artwork should be camera ready artwork ONLY. Minimum height 1" per line.

PC Software:

- Adobe Photoshop CS6 or lower (.tif, .eps, .psd, .bmp or .jpg)
- Adobe Illustrator CS6 or lower (.ai, .eps or .pdf)
- Any other software (.tif or .eps ONLY)

Submitting Artwork:

Email artwork to artwork@promopet.com - the distributors' name and purchase order number must be referenced in the subject line. Please include a PDF for viewing.

Colors Option(s):

Cord & Classic: 1-color woven imprint on 1-color webbing.

Platinum: 1 or 2-color woven imprint on 1-color webbing.

See color chart for available colors. Color matching not available.

Webbing Colors:

All colors are available for imprints. PMS numbers are approximate matches.

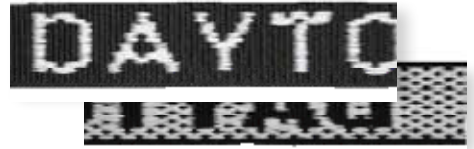


Note: Production time will begin when proper artwork is approved and payment terms are accepted.

Cord Webbing:



Classic Webbing:



WOVEN PRODUCTS

Elite+(Plus) and Elite Fabric:

Digital Artwork Preferred:

All digital artwork should be submitted uncompressed in .eps or .ai file formats ONLY. Files sent in any other format will NOT be accepted.

- All files must have fonts converted to outlines.
- Embedded or linked images, or any other file formats placed within an .eps or .ai document, are not acceptable.

PC Software:

- Adobe Illustrator CS6 or lower (.ai, .eps or .pdf)
- Any other software (.eps ONLY)

Minimum Sizes:

- Sans Serif Fonts: 10pt.*
 - Serif Fonts: 14pt.*
 - Lines and/or Stroke Weights: 1pt or thicker.
- * Some font styles may need to be larger.

Colors Option(s):

Up to 8-color woven imprint. See color chart for available colors. Color matching not available.

Elite Fabric Colors:

Select up to eight colors for your design including background. PMS numbers are approximate matches.



To ensure product quality, consistency and integrity, all artwork submitted must follow these procedures. Artwork submitted in an unacceptable fashion will not be approved.

Step 1: Download the artwork template from our website www.promopet.com.

Step 2: Insert your .eps or .ai vector artwork into the template and size accordingly (see example).



Step 3: Incorporate up to eight colors for your design – including background (see color chart).

Step 4: E-mail completed artwork template to artwork@promopet.com – the distributors' name and purchase order number must be referenced in the subject line. Please include a pdf for viewing.

Step 5: List all colors on your purchase order and include a copy of your artwork.



Note: Production time will begin when proper artwork is approved and payment terms are accepted.

DIGITAL TRANSFERS

Digital Artwork Preferred:

All digital artwork should be sent uncompressed in the following formats:

- Vector art preferred for all images with exception of photographic or full color designs.
- All files must have fonts converted to outlines

PC Software:

- Adobe Photoshop CS6 or lower (.tif, .eps, .psd, .bmp or .jpg)
- Adobe Illustrator CS6 or lower (.ai, .eps or .pdf)
- Any other software (.tif or .eps ONLY)



Submitting Artwork:

Email artwork and/or template to artwork@promopet.com - the distributors' name and purchase order number must be referenced in the subject line. Please include a PDF for viewing. Templates available on www.promopet.com.

Colors Option(s):

Full color digital print. Spot colors not available.

SCREEN TRANSFERS & PRINTING

Digital Artwork Preferred:

All digital artwork should be sent uncompressed in the following formats:

- All .eps files of vector art images only
- All .eps files must have fonts converted to outlines
- Embedded or other images/file formats placed within an .eps document are NOT acceptable

PC Software:

- Adobe Illustrator CS6 or lower (.ai, .eps or .pdf)
- Any other software (.eps ONLY)

Minimum Sizes:

- Sans Serif Fonts: 10pt.*
- Serif Fonts: 12pt.*
- Lines Thickness and/or Stroke Weights: .012" or thicker.
- Show-Through Thickness: .04" or wider.

* Some font styles may need to be larger.

Submitting Artwork:

Email artwork and/or template to artwork@promopet.com - the distributors' name and purchase order number must be referenced in the subject line. Please include a PDF for viewing. Templates available on www.promopet.com.

Colors Option(s):

1-color imprint. Varies by product, visit website for color options.



PAD PRINTING

Digital Artwork Preferred:

All digital artwork should be sent uncompressed in the following formats:

- All .eps files of vector art images only
- All .eps files must have fonts converted to outlines
- Embedded or other images/file formats placed within an .eps document are NOT acceptable

PC Software:

- Adobe Illustrator CS6 or lower (.ai, .eps or .pdf)
- Any other software (.eps ONLY)



Minimum Sizes:

- Sans Serif Fonts: 6pt.*
- Serif Fonts: 6pt.*
- Lines Thickness and/or Stroke Weights: .01"
- Show-Through Thickness: .02"

* Some font styles may need to be larger

Submitting Artwork:

Email artwork and/or template to artwork@promopet.com - the distributors' name and purchase order number must be referenced in the subject line. Please include a PDF for viewing. Templates available on www.promopet.com.

Colors Option(s):

1-color imprint. Varies by product, visit website for color options.

BOINKS!®

Minimum Sizes:

- Sans Serif Fonts: 10pt.*
- Serif Fonts: 12pt.*
- Lines Thickness and/or Stroke Weights: .01"
- Show-Through Thickness: .02"

* Some font styles may need to be larger

Colors Option(s):

1-color imprint. Black.

LASER ETCHING

Digital Artwork Preferred:

All digital artwork should be sent uncompressed in the following formats:

- All .eps files of vector art images only
- All .eps files must have fonts converted to outlines
- Embedded or other images/file formats placed within an .eps document are NOT acceptable

PC Software:

- Adobe Illustrator CS6 or lower (.ai, .eps or .pdf)
- Any other software (.eps ONLY)

Minimum Sizes:

- Sans Serif Fonts: 7pt.*
- Serif Fonts: 7pt.*
- Lines Thickness and/or Stroke Weights: .014" or thicker.
- Show-Through Thickness: .015" or wider.

* Some font styles may need to be larger.

Submitting Artwork:

Email artwork and/or template to artwork@promopet.com - the distributors' name and purchase order number must be referenced in the subject line. Please include a PDF for viewing. Templates available on www.promopet.com.

Colors Option(s):

Product color around etching.

