



# SPORT PINS INTERNATIONAL, INC.

## Artwork Specifications

### WHAT WE PREFER

- We accept Mac or PC files from the following Programs:  
Adobe Illustrator CS (.ai) or earlier, Photoshop CS (.psd) or earlier.
- Save files as .ai, .eps, .pdf, .psd, .gif, .tif, or .jpg (high resolution).  
We prefer vectored artwork such as .ai, .eps, or .pdf files.
- If sending files directly from programs please create outlines to paths for the fonts.  
This will allow files to open without font issues.
- We accept digital files by E-Mail and CD's.



High Resolution

### WHAT WE WOULD PREFER NOT TO USE

- Please do not send low resolution files or images. Usually .jpg files (low resolution).
- Please do not include images from Web pages. They are low resolution and poor quality.
- Please do not send .doc or MS Word files
- Please do not send .ai, .eps, or .pdf files that are saved as jpg files.  
(example: resaving existing jpg files as an .ai, .eps, or .pdf file)



Low Resolution

### NON-DIGITAL

- Please fax to: (909) 982-0912.
- Without a fax please send to:  
Sport Pins International, Inc., 1844-A West 11th Street, Upland, CA 91786-3586

### COMPRESSING FILES

- Compressing your files before upload does two things. It will reduce the size of the file for upload, but more importantly it wraps a protective shell around the files being transferred, protecting the data during transmission.  
If you do not have a compression utility, you may download shareware versions for free:  
Stuffit Standard Edition for Mac or Stuffit Light <http://www.aladdinsys.com>  
Winzip utility for Windows <http://www.winzip.com/download.htm>

### GLOSSARY

Vectored Artwork:	Workable artwork. Allows the artwork to be changed if necessary. A more accurate reproduction of your design or logo. Can be saved as .ai, .eps or .pdf files.
ai:	Adobe Illustrator file.
psd:	Adobe Photoshop file.
jpg:	(Joint Photographic Experts Group) Non vectored file. Usually a low resolution and poor quality file used for websites or e-mails.
dpi:	(Dots Per Inch) A measure of the resolution of a screen image or printed page.
eps:	(Encapsulated PostScript) A file format used to transfer graphic images within compatible applications. Contains structured PostScript code, comments and a screen display image.
pdf:	(Portable Document File) A proprietary format for the transfer of designs across multiple computer platforms. PDF is a universal electronic file format, modeled after the PostScript language and is device and resolution independent. Documents in the PDF format can be viewed, navigated, and printed from any computer regardless of the fonts or software programs used to create the original.
tif:	(Tagged Image File Format) A file format for graphics suited for representing scanned images and other large bitmaps. TIFF is a neutral format designed for compatibility with all applications. TIFF was created specifically for storing grayscale images, and it is the standard format for scanned images such as photographs.
gif:	(Graphics Interchange Format) This file format is better for images with less colors, particularly flat colors.