

Phone: **800-295-3932**
 Fax: 706-937-4424
 directmat@directmat.com
 www.directmat.com



Direct Mat
 PO Box 1068
 739 Industrial Blvd.
 Ringgold, GA 30736

Artwork Guidelines

Guidelines for Submitting Artwork

The quality and type of artwork that you upload determines:

1. How fast we can turn around an art proof for you to review and approve.
2. The quality of the logo in the mat that is produced.

The following are preferred files for us to create an art proof for you review:

Vector Format * (What is vector format?)

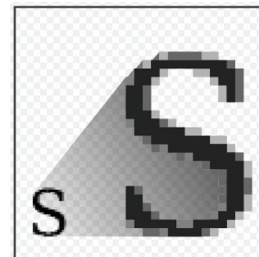
<i>Extension</i>	<i>Program associated with extension</i>
.ai	Adobe Illustrator
.eps	Adobe Illustrator
.cdr	CorelDRAW
.pdf	Adobe Acrobat (vector)
.dxf	AutoCAD
.dwg	AutoCAD
*Always convert text to curves.	



The following are files we are able to work with, but may require more time to produce an art proof:

Bitmap Format ** (What is bitmap format?)

<i>Extension</i>	<i>Programs associated with extension</i>
.jpg	Adobe Photoshop, Corel PhotoPAINT, JASC Paint Shop,
.gif	
.bmp	
.tif, .tiff	
.psd	
** Please save at 300 dpi (What is dpi?)	



Bitmap

Vector Format- A vector image is composed of a fixed set of shapes. This makes it scalable which works well when you are enlarging an image to fit in a 4' x 6' mat.

Bitmap Format- A bitmap image is composed of a fixed set of dots. The more dpi (dots per inch) or higher resolution the better the image quality. As you enlarge the image, you will see the dots more which is not preferred.

dpi- Dots per inch. Print media is mostly 300 dpi and is considered high quality image. Website graphics are viewed at 72 dpi. When enlarged you will see that it is a low quality graphic. Scanned images are often performed at 1,200 dpi or higher to get as much detail as possible.