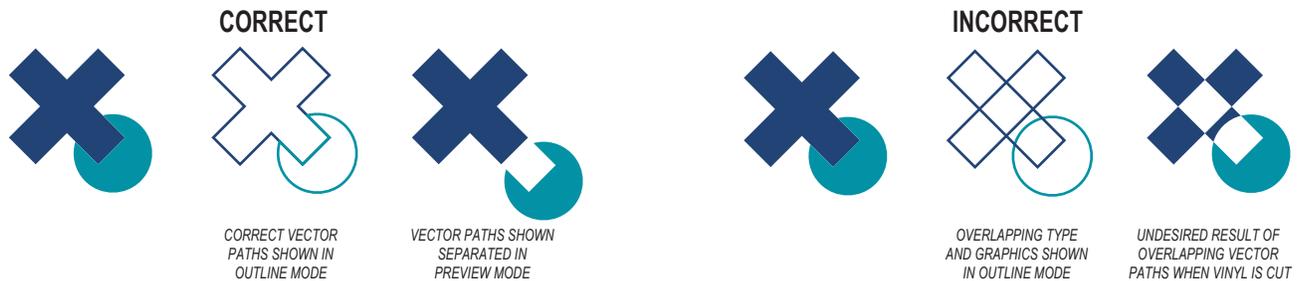## ADHESIVE BACK CUT VINYL

This form of graphic application is unique in that the only digital file type accepted is vector format. If you are unfamiliar with this format, please see the "vector file format" section in this guide. Listed below are the unique requirements for supplying correct files for this form of graphic application.

FILE PREPARATION FOR CUT VINYL

The best file format to supply artwork for cut vinyl output is in Illustrator. When preparing files in any other vector based application for MAC or PC, you must "Save As" or "Export" the file as an ".ai" file. There are some issues to be aware of when designing cut vinyl artwork:

- **DO SEND Adobe Illustrator .EPS (.AI) or CorelDraw .CDR Files (Convert all Text and Graphics to Paths / Outlines and contain all information in one file - no external files)**
- **All type must be converted to "outlines" or "paths"**

- **DO NOT use raster images (Bitmap Files). Bitmap files such as .BMP, .JPG, .PSD, .GIF, cannot be directly cut out of vinyl. The graphics in these bitmap files have to be traced and converted into vectored art which can diminish the quality and/or precision of the artwork. Submitting bitmapped artwork can also increase cost/production time.**
- **DO NOT stroke the vector path with a color.**
- **DO NOT fill paths or shapes with a gradient blend, pattern fill, or screen (tint) of a color.**
- **DO NOT submit QuarkXpress/PageMaker Files.**

IMPORTANT: DO NOT overlap vector paths. Our vinyl cutting system uses the actual vector line as the cut path. If type or graphics overlap, the blade of the cutter will follow the path and produce undesirable results as shown here:

CORRECT

CORRECT VECTOR PATHS SHOWN IN OUTLINE MODE

VECTOR PATHS SHOWN SEPARATED IN PREVIEW MODE

INCORRECT

OVERLAPPING TYPE AND GRAPHICS SHOWN IN OUTLINE MODE

UNDESIRED RESULT OF OVERLAPPING VECTOR PATHS WHEN VINYL IS CUT

ACCEPTED FILE TYPES FOR CUT VINYL

Below is a list of some vector file types using various Macintosh and PC applications: We accept files built using any of the following applications:
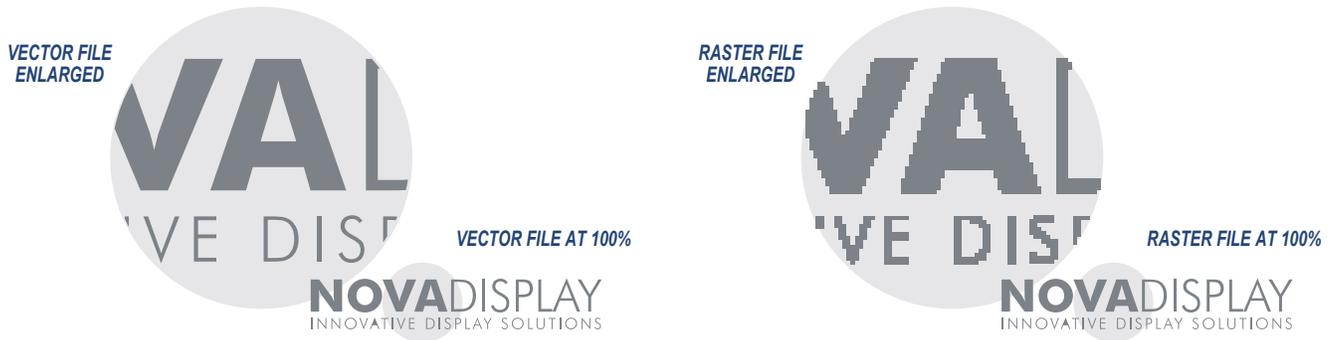
- **Illustrator (.ai)**
- **Illustrator (.eps)**
- **Corel Draw (.cdr)**
- **Freehand (.fhd)**

VINYL COLORS

We use 3M and AVERY Brand High-Performance Vinyl, special colors can be ordered for more unique cut vinyl designs. These include (but are not limited to) Metallized - Brushed & Mirror, Etchmark™ and Frosted Sparkle, etc. Please contact our office for more details. If any colors you supply us must be matched i.e. corporate identity colors, please specify these colors as Pantone Coated (PMS). Or, you can supply us with a match proof or previously printed media such as a brochure, business card, stationary, etc. We will match these colors as accurately as possible.

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GRAPHIC FILE FORMATS

While there are many graphic file types, there are only two graphic file formats: Vector and Raster. The following information will demonstrate the differences between vector and raster.

*VECTOR FILE
ENLARGED*

VECTOR FILE AT 100%

*RASTER FILE
ENLARGED*

RASTER FILE AT 100%

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VECTOR FILE FORMAT

Vector graphics are the creation of digital images through a sequence of mathematical statements that place lines and shapes in a given two-dimensional or three-dimensional space. Think of vector shapes as an infinite strand of string, shaped to create a graphic and/or type. If we place the string in a certain shape at a specific size and want to enlarge the graphic, we just reshape the string to the new size. This results in a very crisp smooth image that can be created at any size with no loss of graphic quality. This is true because the shapes and colors of the image are defined by mathematical equations, making vector image resolution independent.

GETTING YOUR FILES TO US

You can submit all your graphic files via EMAIL (up to 20MB). Or, you can upload your files to our FTP SITE. Please refer to our FTP Guidelines for information on preparing and accessing our ftp site.