

Custom Badge Accessory Artwork Requirements

Lanyards

Vector images are required. Vector files may be saved as EPS, AI or PDF files. Please ensure that the art inside the file is in vector format. Both Mac and PC formats are acceptable. An explanation of vector art is listed below.

Badge Reels

Vector images are preferred. Vector files may be saved as EPS, AI, or PDF files. Raster artwork may also be acceptable, in PSD, TIFF, GIF, or BMP file types. Both Mac and PC formats are acceptable.

** Important **

When sending a digital artwork file that is not a vector file, please convert fonts to outlines or rasterize them to eliminate font issues.

As an alternative, all necessary fonts may be provided as separate files. Zip the font family and include the zipped file with your artwork.

If fonts are not converted to lines or vector and font files are missing, substitute fonts may be used, which will affect the layout of your artwork.

Why is Vector Best?

Vector files allow scaling to any size without losing any image detail or sharpness. Raster graphics (JPEG, TIFF, GIF, BMP), on the other hand, are made from pixels. When raster files are resized, pixels are added or removed, which results in loss of detail. Low resolution images will give poor quality results and may delay or affect the quality of your order. The 'pixelization' that happens with raster images doesn't happen with vector files.

Vector Artwork Examples:

Vector artwork can be scaled to any size without loss of definition.



Raster Artwork Examples:

Raster artwork is not as crisp in small sizes and loses definition when enlarged.

