



Our mission is to provide the highest quality graphics for our customers. To help accomplish this, we ask you to follow the guidelines outlined on this sheet. Please email us with any questions and pass these guidelines on to your graphic designer if necessary.

### Vector vs. Bitmapped (Raster)

Electronic graphic files fall into two categories: vector and raster (or bitmapped). The difference between these two file types is how they are created. Vector images are created using nodes, lines and curves. Raster images are created using pixels such as you would get from a digital camera or scanner.

**Vector is the preferred format for everything we do, especially logos and/or text.**

Bitmapped file formats such as JPG, TIF, PNG must be used for any photographic or halftone image. It is NOT the preferred format for logo or text reproduction.

### File Formats

Please submit files in their native format. For example, a file created in Adobe Illustrator should be saved as a native Illustrator Document (.AI)". However, PDF files of vectorized art are acceptable, too. Always save files for "backward compatibility" — newer versions may not be supported. As mentioned above, label designs and logos should be submitted in vector format.

### Links & Fonts

Links must be included. Do not embed linked vector or bitmap images if you are using a layout application such as Adobe InDesign. Fonts should be converted to outlines. We cannot guarantee the correct reproduction of files with missing fonts.

### Color Mode

Files may be submitted in CMYK or RGB. You may also include PMS colors in your graphics. Although silkscreen, decal conversions, and short-run 5-color vinyl all use different ink pigments, etc., PMS colors will be matched as closely as possible. Keep them as spot colors in your documents to ensure a more accurate match.

### Critical Colors

All Pantone and critical call-out-values must be specified in writing at the time of submission. Please note that approximate matching of any color requires time and resources and an additional charge may apply. Tote Glass, Inc. cannot guarantee that the colors on proofs and final print will match the colors produced by your computer's monitor which can produce a much greater range of color, brightness and saturation than any printer or ink system.

### Supported Software Programs

Adobe PDF *for vectorized art*  
Adobe Illustrator *for vectorized art*  
Adobe Photoshop *for raster/bitmaps*

**Note:** Always save files for backward compatibility -- the most recent version of some apps may not be supported. Editable PDF is preferred.

### Software Definitely NOT Supported

Microsoft Office  
Macromedia Fireworks  
Corel Word Perfect  
Computer Aided Drafting Programs

### Supported Transfer Media

Email attachments  
Dropbox ([www.dropbox.com](http://www.dropbox.com))  
CD/DVD ROM  
USB Flash memory drives

### Confused?

Don't worry, your graphics person will understand these guidelines and the terminology. If you're working alone on this project, send what you have for an estimate to create your design.

**Visit [toteglass.com](http://toteglass.com) for more information!**