

# ARTWORK GUIDELINES

Thank you for partnering with Anthem Branding, we're excited to get started. When supplying artwork files for your project, please follow the requirements outlined below.

Reach out to your account rep with any questions.

## File Formats

### Acceptable File Formats:

Please send vector artwork. We accept the below file formats.



### Non-Acceptable File Formats:

The below file formats are raster images, not vector and are not ideal for most decorations.



IDENTIFYING YOUR ARTWORK	
Vector Artwork	Raster Images
<p><b>Vector artwork</b> is created in Adobe Illustrator and is considered high resolution at any size, making it the ideal file format.</p>	<p><b>Raster images</b> are created with pixels and the resolution is dependent on the image's size. This makes it less ideal and prone to looking low resolution.</p>

- Need help making your artwork vector? Reach out to our team to make that happen! Additional charges may apply.
- Chat with your account rep to see if our full color options, like digital printing or sublimation, are a better approach for your artwork.

## Best Practices for Prepping Artwork:

- Be sure to assign Pantone numbers to your artwork.
  - No Pantones, no problem! Our design team can best match your artwork's colors.
  - While CMYK, RGB, and HEX codes are appreciated - we only accept values from the Pantone Solid Coated Book and the Pantone Coated Neon and Pastel Books.
- For best results, make sure your artwork is all solid colors and doesn't contain transparencies.
- Please make sure artwork is not hidden and layers are clearly labeled.
- Please outline all text so it's no longer live. Alternatively, please supply font files for live text.
- Be sure to embed or package any linked images in your file. Otherwise, that could result in a missing image link which we are unable to use.
- If applicable, include any additional details such as preferred artwork sizes and placement of artwork.
- When in doubt, your company's brand guidelines are a good resource to include as well.