DPG
DIGITAL
PERFORMANCE
GEAR

CLIENT DESIGNED ART

Artwork Formats:

YES ✓
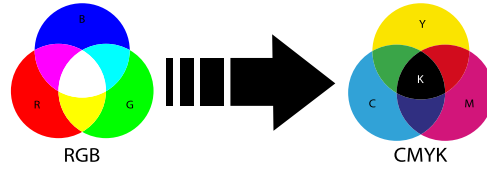
Adobe Illustrator (AI or EPS, Vector is preferred)
Adobe Photoshop (PSD)
PDF (If it has editable capabilities)
JPEG (150-300 DPI)
PNG (150-300 DPI)

Artwork Resolution: 300 DPI

Artwork Color Mode *(Important):* CMYK

Inks cannot acheive the colors that you see on screens. PLEASE make all artwork in CMYK mode, or your art will not print the way you expect. Inks cannot acheive the super bright neon look that can be acheived on screens.

When creating art in RGB and then converting to CMYK, you can see color shifts as represented in the diagram.

RGB → CMYK

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- Files that are low resolution and saved as higher resolution will not be acceptable.
- Please indicate whether you have already provided the bleed in your artwork.
- Please do not place any art that you want to be seen within a pocket area.
- Have all fonts provided in your artwork outlined.

CHOOSING SHUTTERSTOCK IMAGES

→ Please provide the Shutterstock ID Number for the image you are requesting located below the image.

→ When requesting a shutterstock please note that not all images can be used. If an image you have found has "Editorial Use Only" in the description, due to licensing we are not able to use Editorial Images.

→ All Shutterstock images are in RGB. Be aware that neon hues may not print exactly as you originally viewed them. We will convert the images to the best of our ability, but please be aware that a major color shift could occur.

→ ANY changes to a shutterstock image (color changes, overlays of multiple images, etc) will result in an Art/Design Fee.

IS MY ARTWORK USEABLE?
PROPS OR BANNERS

You will want to be sure your image has enough pixels to not get blurry or pixelated when used on yor product. Images must be at least 300 ppi.

Artwork must be at least 300 pixels high or wide for every one inch of the image, which equals one foot of finished product. If you are making a 4ft high x 6ft wide prop you will need an image which is 4in high by 8in wide. The attached chart shows that an image 1200 pixels x 1800 pixels is required for a 4x6 ft props or banner.

Calculate other sizes like this: (Height x 300) x (Width x 300)

Product Size in feet	Image size in inches	Min. Image Pixel Measurement	Product Size in feet	Image size in inches	Min. Image Pixel Measurement
2 x 2	2x2	600 x 600	6 x 6	6 x 6	1800 x 1800
2 x 3	2x3	600 x 900	6 x 8	6 x 8	1800 x 2400
2 x 4	2x4	600 x 1200	6 x 10	6 x 10	1800 x 3000
2 x 5	2x5	600 x 1500	6 x 12	6 x 12	1800 x 3600
2 x 6	2x6	600 x 1800	6 x 15	6 x 15	1800 x 4500
2 x 7	2x7	600 x 2100	6 x 16	6 x 16	1800 x 4600
2 x 8	2x8	600 x 2400			
			7 x 10	7 x 10	2100 x 3000
3 x 2	3 x 2	900 x 600	7 x 14	7 x 14	2100 x 4200
3 x 3	3 x 3	900 x 900			
3 x 4	3 x 4	900 x 1200	8 x 8	8 x 8	2400 x 2400
3 x 5	3 x 5	900 x 1500	8 x 10	8 x 10	2400 x 3000
3 x 6	3 x 6	900 x 1800	8 x 12	8 x 12	2400 x 3600
3 x 7	3 x 7	900 x 2100	8 x 16	8 x 16	2400 x 4800
3 x 8	3 x 8	900 x 2400			
3 x 9	3 x 9	900 x 2700	9 x 9	9 x 9	2700 x 2700
3 x 10	3x10	900 x 3000	9 x 13	9 x 13	2700 x 3900
			9 x 15	4 x 6	2700 x 4500
4 x 7'6	4 x 7.5	1200 x 2250			
4 x 8	4 x 8	1200 x 2400	10 x 20	10 x 20	3000 x 6000
4 x 12	4 x 12	1200 x 3600	10 x 30	10 x 30	3000 x 9000
5 x 9	5 x 9	1500 x 2700	12 x 12	12 x 12	1500 x 3000
5 x 10	5 x 10	1500 x 3000	12 x 24	12 x 24	1500 x 7200
5 x 15	5 x 15	1500 x 4500			
5 x 20	5 x 20	1500 x 6000	18 x 20	18 x 20	5400 x 6000