

IMPRINT

WHAT IS AN IMPRINT AND WHAT DOES IT DO?

An imprint is custom text and/or artwork that is applied to an item to enhance and complement your program. Imprint methods will vary per product, but will typically have one-color, full-color, engraved, or debossed options.

ONE-COLOR



FULL-COLOR



REDUCTIVE



IMPRINT

HOW DO I MAKE AN IMPACTFUL IMPRINT?

The key to a good imprint is **balance**. You need to balance the amount text, artwork, and imprint capabilities of each item. Just because it can fit four lines of text, doesn't mean you should. The more text you have, the harder it is to read, and it doesn't stand out nearly as much.

WHAT IS POSSIBLE:



WHAT WE RECOMMEND:



IMPRINT

WHAT IS FILL-IN?

Fill-in occurs when the imprint requested is too large for the item and/or too detailed for the imprint type. It creates legibility issues with text, and causes finer details within artwork to be lost.

HOW CAN I AVOID FILL-IN?

The best course of action is to simplify the artwork and abbreviate or remove some of the text. Changing your product choice to a full-color or engraved item is also a good option.



Smaller imprints have a higher chance to fill-in.



Larger imprints have a lower chance for fill-in.

ARTWORK

WHY DO WE NEED VECTOR ART?

Vector artwork is infinitely scalable. It uses mathematical formulas to enlarge or shrink artwork so that it can be used on something as large as a billboard or as small as a pen without losing quality.

RASTER ART



File formats include: jpg/jpeg, png, psd, tiff, bmp and gif.

VECTOR ART



File formats include: eps, ai and pdf.

ARTWORK

WHY DOES IMPRINT COLOR MATTER?

The imprint colors chosen will determine the legibility of an imprint as well as make the product stand out. Below are some examples of what is recommended and what should be avoided.

