



Artwork Requirements

For Imprinting (up to 3 colors):

- We accept AI, PDF, and EPS files for imprinting.
- Vector artwork is required. [What is vector?... see below.](#) If vector artwork cannot be provided, we can rebuild your art for a small fee. Please inquire with your Sales Rep for pricing.
- All text should be at a minimum font size of 5pt for USB drives and 7pt for Pens.
- All text must be converted to outlines prior to submission. We support a limited number of fonts.
- Line weight should be no smaller than 0.25pt.
- Line weight, when knocked out of a shape, should be no smaller than 0.5pt.
- Gradients cannot be achieved with imprinting. If gradients are required, please request Full Color printing.
- Shading or screening cannot be achieved with imprinting. All spot colors must be at 100%. If shading or screening is required, please request Full Color printing.
- Trademark (R) and TM should be no smaller than 0.08 inches or 2 mm in diameter.
- We can print PMS 877 (Silver) & PMS 871 (Gold) on overseas products. For ReadyShip items, we can only produce PMS 877 (Silver) on certain pen models. Ask your Sales Rep for complete details. For ReadyShip items, we've selected non-metallic PMS colors to match PMS 871 and PMS 877. Substituted colors: PMS 428 has been substituted for PMS 877 (Silver) and PMS 466 has been substituted for PMS 871 (Gold).
- If a PMS color is not in the Pantone Solid Coated library, we cannot imprint it. Please substitute the closest PMS match using the Pantone Solid Coated library or, we can find the closest match for you.
- School shields, emblems and crests are generally very difficult to imprint at reduced sizes. We recommend going with a larger drive to accommodate the logo, or using text only when allowed.

What is vector art?

Definition: Vector art is the use of points, lines, curves and shapes, based on mathematical expressions. They can be scaled to any size without losing image quality, or becoming “fuzzy” or “pixelated”.

See below for the differences between vector art and raster art (images make up of pixels, generally photos)

Examples of raster art:



Examples of vector art:





Artwork Requirements

For Full Color (CMYK):

- We accept PSD, AI, PDF, EPS, TIFF and JPG files for full color printing.
- All full color art that requires a bleed, must contain a bleed of 1/8" on all sides.
- All images must be a resolution of 300dpi or higher (dpi refers to dots per inch).
- All text must be vector or converted to outlines.
- All text should be at a minimum font size of 5pt or larger.
- For best results, provide a layered .PSD file that contains all design elements on separate layers (e.g. - logo on one layer, text on another layer, images on another layer)
- 100 piece minimum order quantity on overseas full color drives. No minimum on ReadyShip models!