

TIPS & HINTS FOR BEST PRINT RESULTS



ART FILE PREPARATION

Creating artwork for printing is very different than designing for screens.

Following these guidelines will help ensure your final product looks sharp, professional, and prints correctly the first time.

1. Use the Right Software (Industry Standard Matters)

The print industry standard for creating production-ready artwork is **Adobe Illustrator**.

- Illustrator creates **vector-based files**, which are essential for professional printing.
- Vector files allow for:
 - Unlimited scaling without quality loss
 - Easy color adjustments
 - Clean layering and editing
 - Precision output for printing equipment

Vector Files Preferred - File types: **.AI, .EPS, .Vector PDF**

- Can be enlarged or reduced **without losing quality**
 - Ideal for: Logos Text Line Art Signage Apparel printing
- **⚠ Files created in other programs may require adjustments or complete recreation**

Raster Files (Limited Use)

- File types: **.JPG, .PNG, .TIFF**
- Made of pixels and **lose quality when enlarged**
- Must be **high resolution (300 DPI at actual print size)**

⚠ Low-resolution images pulled from websites or screenshots will appear blurry or pixelated when printed

2. **Canva** Files – Limitations for Print

While Canva is a useful tool for social media and basic design, Canva files are **not true high-resolution production files**

Common issues when importing Canva files: Fonts may be missing or substituted, Images may drop out, Layouts can shift or corrupt

⚠ Canva designs often require rebuilding in Illustrator to achieve professional print results.

3. AI-Generated Artwork (Including ChatGPT & Image Tools)

Artificial Intelligence tools can create visually appealing images, but:

- Many AI-generated images are **raster-based only**
- They are often:
 - Low or inconsistent resolution
 - Not layered or editable
 - Not vector-compatible

⚠ These files **cannot always be reproduced to print industry standards** and may require **Redrawing, Vector conversion, Color correction, File restructuring**

4. Color Accuracy

- Provide **Pantone (PMS) colors** when exact color matching is critical

⚠ Colors on computer and phone screens will not match printed colors exactly

5. When a Graphic Designer is Needed

Even with the best tools, preparing print-ready artwork often requires expertise.

A trained graphic designer can: Rebuild low-quality artwork, Convert images to vector format,

Ensure proper file setup for your specific print process, thus Preventing costly production errors

BOTTOM LINE

Having a proper file format Saves time, reduces costs and ensures the highest possible print quality.

Talk to Turtle Printing today about your graphic design needs!

(graphic design services are discounted if combined with printing)

Turtle Printing LLC

turtleprinting.net

