

Artwork Guidelines

Printing custom ChicoBag® brand reusable bags requires production-ready vector artwork. Following this guide will ensure you receive the best quality product.



VECTOR GRAPHIC *Ok!*

Most logos are created in vector format because they can be scaled to any size without loss of quality and are easily edited for use in production. If the file types listed below are not available, please review the additional information on the right.

PREFERRED FILE TYPES

.ai | .pdf | .eps

ACCEPTABLE FILE TYPES

.gif | .png | .jpeg | .psd



BITMAP/RASTER IMAGE *Not Preferred*

Bitmap/raster images are composed of pixels (small dots) of color arranged on a grid to form an image. These file types are difficult to prepare for production. Our graphics department may be able to redraw your logo in vector format if the accepted file types are not available.*

*May incur graphics fee of \$60 per hour.

IMPORTANT NOTES:

- If unable to open the .ai file and you are unsure whether it is the correct image, please email both vector and bitmap/raster versions. Our graphics department will compare them and ensure it is the correct image.
- Please send only files which were created in a vector editing software program and saved in the vector formats listed above. Changing the file extension will not change a bitmap/raster file into a vector file. Placing a bitmap/raster image into a vector document and saving it as a vector file type will not change it into a vector file.
- If vector graphics are not available, please send an original pdf version (not scanned) of your company business card or letterhead. Sometimes the graphics embedded in these files are vector, which we may be able to extract to print on your ChicoBag-brand reusable bag. We can sometimes trace logos in "acceptable" file formats but are based on size, colors and any logo effects.
- Ink colors must be chosen from either TPX or PMS Pantone Books. Prints may not have gradients or halftones and will be printed as solid colors. Approximate print dimensions are 8"x 8" on the open bag and 2"x 3" on the pouch. Please contact your sales representative for more details.