

August 2014

# Design Express

The graphic services newsletter for promotional products pros



## Vector Artwork Solutions

While attending ASI Chicago, [Jay Busselle](#), digital media sales executive, heard the same two complaints from distributors and decorators:

- We receive graphics on a napkin then have to make sense of the scribbles, which takes a lot of time.
- We receive graphics that are copied and pasted from websites into Word documents and emailed.

Without production-friendly graphics, businesses will not get the full benefits of this type of promotion. [PPAI Research conducted a study](#) and found:

- Eighty three percent of consumers like receiving a promotional product with an advertising message.
- Forty eight percent would like to receive promotional products more often
- Thirty eight percent feel promotional products serve as a constant reminder of an advertiser.

[Idea Custom Solutions](#) can help you manage the entire graphic process in a variety of applications, allowing you to use designs on promotional products, decorated apparel, signs and banners, and even marketing collateral. We are the graphic production solution center for everything from artwork submitted on napkins to designs that need little touch-ups.

Don't just take our word for it, check out our vector artwork cleanup section below for some examples of work we have converted.

## Summer Days Are Drifting Away

The chorus of "Summer Nights" from Grease starts: "Summer days drifting away." Well, we can sing while the last few summer nights pass or we can prepare for one of the best things about fall: [hoodies, fleece,](#)

## News You Can Use

- [Counselor State of the Industry 2014 -- The Road Ahead](#)
- [Q2 Distributor Sales Increase 6.1 Percent](#)
- [How to Make the Buying Decision Easier for Your Customer](#)

## Quote This

"It's important for shops to diversify to stay competitive. Decorators should try to offer additional decoration capabilities to create something different. There are so many processes that have popped up in the past several years that complement embroidery."

Dave Barrett  
Sales & Marketing Manager  
RiCOMA International

## What Clients Are Saying

I have been using [Idea Custom Solutions](#) since they first started offering artwork and embroidery digitizing and I have been far from disappointed.





*Before*



*After*

[Click to enlarge](#)

### Image Editing



*Before*



*After*

[Click to enlarge](#)

and daughter. Their favorite activity is driving to nearby cities to explore. In addition, Abhijit is very passionate about Liverpool's football club (soccer to us) and enjoys watching matches with friends on television. Eventually, Abhijit would like to learn German fluently, as he already has some knowledge.

## You Ask, We Answer

### Why can't I use artwork from my website or the internet?

When starting on a new project with a customer, one of the first things you should request from the client is a vector file of their logo. However, that request is often met with blank stares or responses like "Can't you just pull the logo from my website?"

As a professional in the promotional product and apparel decorating business, you know the answer is simple, "No, we cannot pull the logo from the website." The reason is because we do not know if the file is a raster or vector image and in order to produce the best product with logos, we need to use vector image.

[Just last week](#), Hubspot defined these two images:

**Raster images** are made up of a series of pixels, or points, to form an image. JPEGs, GIFs and PNGs are all raster images. Every photo you find online or in print is a raster image. Pixels are based on their resolution (high or low), and when stretched to fill a space, the image becomes blurry or unclear. You cannot resize raster images without compromising resolution. It is important to remember to save raster files at the exact dimensions needed for the application.

**Vector images** are much more flexible. They are constructed using mathematical formulas rather than pixels. EPS, AI, and PDF are perfect for creating graphics that require frequent resizing.

Logo and brand graphics should be created as vector files and there should be always be a master file on hand. The real beauty of vector art is the ability to size as small as a postage stamp or large enough to fit a billboard.

If you have any designs created by our team that you would like to share in this newsletter, send them to us at [marketing@affinityexpress.com](mailto:marketing@affinityexpress.com).



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