

ARTWORK REQUIREMENTS

PREFERRED FORMAT

Because vector artwork can be scaled infinitely without loss of quality, it is the preferred format to best ensure speedy and accurate production. We accept Illustrator exported .ai, .eps, .svg, or .pdf files.

Raster based artwork is accepted for process jobs, such as direct to garment printing, but in most cases, especially with logos, we will need vector art to achieve the proper print. For process jobs, native Photoshop files are preferred, but we also accept .jpeg, .tiff, or .eps files.

Because raster artwork is pixel based, it is imperative that art is submitted at 300 ppi and at print size. To avoid pixelization, we are not able to scale art larger the size it was produced at.

Please note that Microsoft office programs such as Power Point and Word, are not graphics programs and are not acceptable file formats. Midwest can recreate artwork if needed, at an additional cost.

ARTWORK SUBMISSION

Email artwork to art@midwestgrp.com

Please ensure all artwork includes product(s) ordered, company name, and the name of your Midwest sales representative.

Vector vs Raster Art



Note that the vectored MPG logo on the left is crisp and solid red, where the raster art on the right is pixelized and various hues of red.

Artwork Checklist

- Outline/Rasterize fonts
- Specify Pantone colors
- Attach a reference .pdf with your print file
- Include MPG sales rep in email subject line

Large Files

If your artwork is over 15 megabytes, please upload to our FTP site.

<ftp.midwestgrp.com>
username: mpgart
password: mpgart+1