

NIGHT OWLS

BELOW YOU CAN FIND SPECS AND HELPFUL INFORMATION ON HOW TO PREP OR CREATE YOUR ART FILES FOR SCREENPRINTING.

IF YOU DO NOT FIND THE INFORMATION YOU NEED LISTED HERE, FEEL FREE TO CONTACT THE ART DEPARTMENT DIRECTLY AT [ART@NIGHTOWLSPRINT.COM](mailto:ART@NIGHTOWLSPRINT.COM) - WE WILL BE HAPPY TO ASSIST YOU!

### IMPRINT SIZES:

**MAX IMPRINT:** 10" W AND 11" T

### WHAT DOES THAT SIZE LOOK LIKE ON A TOTE BAG?



THE CYAN OUTLINE IS THE MAX PRINT SIZE ON A STANDARD TOTE BAG

### WHAT ARE THE SPECS OF AN ACTUAL TOTE BAG?

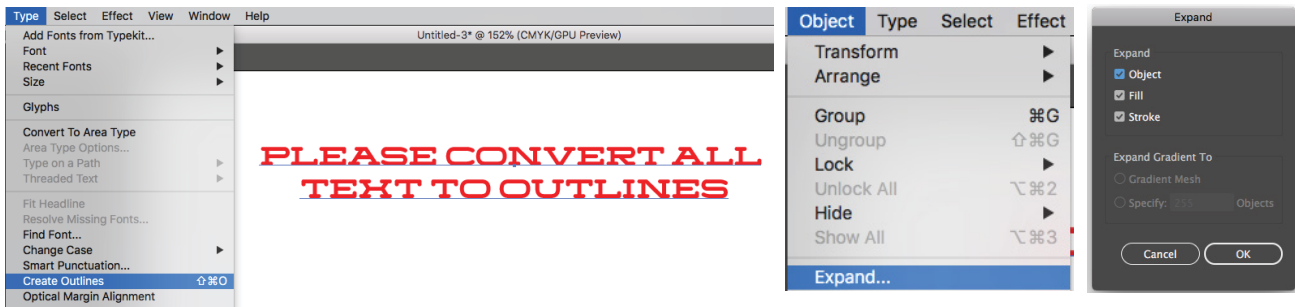
NOT ALL TOTE BAGS ARE BUILT THE SAME. OUR GO-TO TOTE BAG IS THE **Q-TEES QT B** STYLE. IF YOU NEED A GUSSET, THE **Q-TEES QT B G** IS OUR GO-TO. YOU CAN FIND THE SPECS FOR THOSE BAGS BELOW. IF YOU NEED SPECS FOR A DIFFERENT TOTE BAG, PLEASE CONTACT US AND WE WILL DO OUR BEST TO GET YOU THAT INFORMATION.

QT B AND QT B G WIDTH = 15" W  
QT B AND QT B G HEIGHT = 16" T  
QT B G GUSSET = 4" DEEP

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## TYPES OF FILES WE ACCEPT:

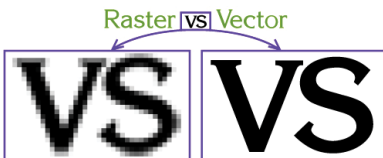
**VECTOR** - PLEASE BE SURE THAT ALL TEXT IS CONVERTED TO OUTLINES AND EXPAND YOUR ARTWORK INTO SHAPES. YOU CAN SAVE THESE FILES AS **AI, EPS OR PDF** FILES BUT PLEASE DO NOT FLATTEN!



**HIGH RESOLUTION RASTER** - THE FILE WILL NEED TO BE SCALED FOR PRINT WITH A RESOLUTION OF AT LEAST 300dpi (DOTS/PIXELS PER INCH). IF YOU WOULD LIKE YOUR DESIGN TO BE PRINTED AT 12" WIDE, PLEASE BE SURE THAT THE ART ITSELF (NOT THE ARTBOARD) IS SET TO 12" WIDE. YOU CAN SAVE THESE FILES AS **PSD, TIFF OR JPG**. WE WOULD PREFER LAYERED ART FOR MULTI-COLOR FILES.

## WHAT'S THE DIFFERENCE BETWEEN VECTOR AND RASTER ART?

VECTOR GRAPHICS ARE MADE UP OF PATHS. THEY ARE MATHEMATICAL FORMULAS (VECTORS) THAT TELL THE PATH HOW IT IS SHAPED AND WHAT COLOR IT IS. THEY CAN BE SCALED INFINITELY AND RETAIN THEIR APPEARANCE REGARDLESS OF SIZE.



RASTER GRAPHICS ARE COMPRISED OF COLORED PIXELS ARRANGED TO DISPLAY AN IMAGE. THEY ARE CAPABLE OF RENDERING COMPLEX, MULTI-COLORED VISUALS, INCLUDING GRADIENTS.

NOW, THAT'S NOT TO SAY THAT YOUR RASTER ART FILE WILL PRINT HORRIBLY. IF WE HAVE A CORRECTLY SIZED AND CORRECT RESOLUTION, YOUR DESIGN SHOULD PRINT JUST FINE!

**JUST NOTE:** IF YOU CAN ONLY SUPPLY LOW-RES RASTER FILES, AN ART FEE MAY BE INCURRED TO MAKE YOUR DESIGN PRINT-READY. OR IF YOU WOULD PREFER TO USE THE FILE AS-IS, IT MAY PRINT PIXELATED.

### **WHAT IF I DON'T HAVE ART?**

NO WORRIES! WE DO OFFER DESIGN OR EDITING SERVICES. WE CHARGE \$40/HR WITH A MINIMUM OF TWO HOURS. YOU WILL NEED TO SEND US A LITTLE MORE INFORMATION ON EXACTLY WHAT YOU ARE LOOKING FOR TO GET A QUOTE. YOU'LL WANT TO BE VERY SPECIFIC WITH YOUR DESCRIPTIONS AND SEND ANY SORT OF VISUAL THAT PERTAINS TO WHAT YOU WANT.

IF YOU APPROVE THAT ART QUOTE, YOU WILL RECEIVE AN INVOICE THAT WILL NEED TO BE APPROVED AND PAID BEFORE WE BEGIN. YOU WILL RECEIVE UP TO THREE REVISIONS WITH THAT ART FEE. IF YOU MAX OUT THE THREE REVISIONS, THE HOURLY FEE WILL KICK BACK IN AT \$40/HR. THIS FEE APPLIES TO EVEN THE SMALLEST OF EDITING SUCH AS "I WOULD LIKE THIS SIMPLE WORD ON THE FRONT OF MY SHIRT", BUT WE ALSO DO A LITTLE MORE COMPLICATED THINGS TOO.

TYPICAL TURNAROUND ON AN ART CREATION IS APPROXIMATELY 3-5 BUSINESS DAYS AFTER WE RECEIVE PAYMENT.

### **CAN I GET A MOCKUP BEFORE I PLACE MY ORDER?**

THIS IS NOT SOMETHING WE TYPICALLY DO AS WE PREFER TO GET ALL INFORMATION SITUATED BEFORE WE BEGIN ON ARTWORK. HOWEVER, IF YOU REALLY NEED TO SEE A MOCKUP BEFORE THE ORDER IS PLACED, WE CAN CHARGE YOU OUR MINIMUM ART FEE. IF THE ORDER IS PLACED, WE WILL CREDIT YOU \$40 OF THAT ART FEE TOWARDS YOUR ORDER.

### **WILL I GET TO SEE A PROOF BEFORE PRODUCTION?**

ABSOLUTELY! YOUR ORDER COMES WITH A FREE DIGITAL MOCKUP. **YOUR MOCKUP SHOULD COME WITHIN 2 BUSINESS DAYS, BUT MORE DIFFICULT ORDERS CAN TAKE UP TO 4 BUSINESS DAYS.** THIS TIME DOES NOT COUNT IN THE ORDER TURNAROUND, SO PLEASE PLAN ACCORDINGLY. THE MOCKUP COMES WITH THREE FREE REVISIONS, ANYTHING BEYOND THAT WILL INCUR A \$40/HR ART FEE, SO TRY TO BE CONCISE WITH THE EDITS YOU'D LIKE TO SEE.

### **WHAT IS THE TURNAROUND TIME FOR MY ORDER?**

**TOTE BAGS TYPICALLY TAKE 10 BUSINESS DAYS AFTER APPROVAL.** IF THERE ARE ANY DELAYS, WE WILL NOTIFY YOU.