Artwork & Layout

What type of file do I send?

Vector Images
file extensions supported are only as follows: eps, ai, cdr, ind, qxd, pdf

Raster Images (bitmaps):
file extensions supported are only as follows: tif, bmp, psd, cpt

All others may not be accepted depending how they import into our layout application. If this is the case, you will incur some artwork charges. Jpeg files are only appropriate for viewing, not as art for output.

Please send artwork and instructions to:

art@sosaracing.com
for large files call us to get instructions for our ftp upload

Fax: 403-259-5948

Call us at: 403-258-0133

Drive over:
Bay C, 2010 - 11 Street SE
Calgary, AB
T2G 3G3

Art department

Sosa Original Clothing has a full service art room. Our artists have experience with a variety of applications, and we strive for perfection on every project. We pay attention to multiple focuses based on each project's needs. Such focuses include corporate identity, fashion, practicality, colour and shape psychology

Vehicle Graphics
  Full colour wraps
  Cut vinyl graphics
  Lettering
Screen printing and Embroidery
Offset and Web Printing
  Forms
  Stationery
  Advertising
  Marketing & sales

File Preparation and Pre-press
  Scanning
  Colour correcting
  Preflight and postscripting
  Film positives and negatives
    die cutting
    foiling & embossing
    silkscreen
Vinyl
  Cut lettering and graphics
  Printed graphics

Artwork & Layout

Preparing Artwork to send

We regularly receive files from clients. Here are a few hints for preparing your files to send to us. These tips will help you get the final results you expect.

Vector Images

Use a vector illustration application to create spot colour images and text that are solid with few or simple halftones. Fonts can be your worst nightmare if you are not careful. Supply us the font files that you use in your document. A better option for layouts that do not require us to adjust them before printing is to create outlines of your text (convert to curves: CorelDRAW). After you do this, you must save the file with a different name so you can keep your original file with editable text.

If your file contains linked images, you must collect the files and send them with your layout file. Another option would be to embed your placed images.

Raster Images (bitmaps):

Resolution

Image resolution for files for silk-screening should be 300 dpi. 200dpi minimum. This is at the correct output size. It is a good idea to keep your files at 300dpi in case you want to use them for other applications such as offset printing.

For image quality, the higher the resolution, the better the file. Balance resolution with how your computer handles large files. These guidelines are just minimums.

Colour model

RGB vs. CMYK. The RGB colour model has a wider colour gamut than CMYK. This literally means that a CMYK image has noticeably inferior purples and oranges as well as a few other colours compared to RGB. Work in the RGB Colour model, and save and archive this original file. If you are comfortable working in separate channels for duotone or multi-spot colour images, there is probably nothing we can tell you that you don't already know. If the last sentence made you queasy or clueless, let us adjust your file for spot colour printing. Save a copy in CMYK for CMYK process colour printing only. Place the appropriate colour model file in your layout, or send it directly to us if it is a finished piece.

Colour Correcting

Working in the RGB colour model, colour correcting for silk-screening applications can be done by first correcting the highlight for yellow cast. Output values for highlight on all three channels should be 245. On to the last step.

The concerns for correcting the shadows is ink density and dot gain more so than adjusting colour. Output Values for all three channels should be between 10 and 25, as long as all three are equal. This depends on your image. For images with fewer dark areas and shadows, a lesser output value is appropriate.

Multi Layer Bitmaps

We can accept multi layer bitmap files, however you may have to put it on a CD, as the file sizes tend to be larger. Here are a few musts in preparation of file for output. Rasterize all text layers or supply a copy of all the fonts used. The few minutes taken to do this before sending the file is incomparable to the considerable delays of doing this later, or font matching at our end.

Create layers of all layer effects applied. Some layer effects will not output. If you do not create the layer from the effect, it may be lost on output. At this point, we are comparing colour separated pieces of film to your original image, and we will not notice subtle differences between the two.

Ready to Send

Print out your file before you send it to us. A piece of paper with ink on it tells you more about the colours, and correctness of spelling, fonts etc, than your monitor will. Have someone else look it over. If you made the mistake, you are the most unlikely person to spot it.

Send us a hard copy too (at least a pdf proof) for us to use for colour matching and determining correctness. We do look at everything, so we may even catch an issue before things get printed wrong.