Graphics Guidelines

Hot stamp die creation requires crisp art that can be enlarged without distortion. Vector graphics are ideal.

What is a Vector Graphic?

Vector graphics are created using mathematical points. Any collection of points that is connected on all sides creates a shape that can be filled in with a color or gradient. If an image is not vector, it is considered raster images. Vectors can be increased or decreased in size without loosing detail. When submitting a graphic for a hot stamp die, we request a vector graphic if at all possible. This is because customization and edits are easier to make to vector graphics.

Resized Vector Graphic

Vector File Extensions
.ai .eps .pdf .svg

These file extensions usually mean, but do not necessarily indicate that the artwork inside is vector. They may contain a raster and will need to be recreated as a vector.

Resized Raster Graphic

Don't Have a Vector Graphic?

If you do not have vector art, please send us the highest resolution image (usually the biggest file) that you have available. If needed, we can recreate the image as a vector, but this process may require an additional fee depending on how intricate or poor quality the image is.
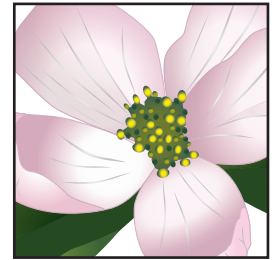
What about Fonts?

OUTLINED

NOT OUTLINED

Fonts can get complicated. If the font you are using for your image is not a common font, the chances that we will have a match is slim. It is good practice when sending a design to change fonts into shapes by using a 'create outlines' function. To the left is often how selected word looks in both an outlined and non-outlined format. Another option is to send the font package to us or save the image in .pdf format for us so we can use a work-around process to outline the fonts ourselves.