The ATHLETIC EDGE
by Pivotal Health Solutions

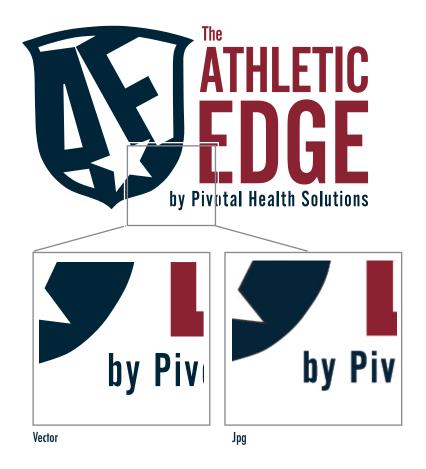ATHLETIC TRAINING ROOM EQUIPMENT

ARTWORK SPECIFICATIONS

What is a
VECTOR GRAPHIC

Vector images are created in a drawing program and consist of shapes based on mathematics. These graphics contain clear smooth lines that retain their sharpness and proportions when edited. Files can be saved in .ai, .eps or .pdf formats.

Because vector-based images are not made up of a specific number of dots, they can be scaled to a larger size and not lose any image quality. If you blow up a raster graphic, it will look blocky, or "pixelated." When you blow up a vector graphic, the edges of each object within the graphic stay smooth and clean. This makes vector graphics ideal for logos, which can be small enough to appear on a business card, but can also be scaled to fill a billboard. Common types of vector graphics include Adobe Illustrator, .pdf, and .eps files.

IMPORTANT NOTE: A scanned image (.jpg, .gif, .jiff, .psd, .pdf) or art created in a photo/paint program is not vector art. In addition, placing, linking, embedding or copying these images into a drawing program does not convert them into vector art.

Please provide vector graphics.

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Vector

Jpg

ARTWORK
SPECIFICATIONS

What are
PANTONE (PMS) COLORS

The Pantone Matching System (PMS) is a standard color system for printing that utilizes a palette of standard colors that can be mixed in precise combinations to recreate a wide range of colors consistently across different printing presses and substrates.

Please make sure to submit school/client Pantone colors with logo files. We strongly suggest that you select and assign PMS (Pantone Matching System) colors to your artwork.

Please provide PMS colors.

PMS Solid Coated
539 Blue

PMS Solid Coated
202 Red