



ARTWORK GUIDELINES:

There are various types of artwork formats available for creating your Mug Design. Whether you're a professional designer or just someone who enjoys taking photos, there are plenty of simple ways to save your design and send it our way. We accept six different file types, so we hope you can find one that suits both your needs and ours.

File names often come up in conversation, but we typically don't understand what they refer to or what their significance is. While it may seem a bit complex, we've provided some brief explanations of the six file types we work with below for your reference.

PDF:

PDF is short for **P**ortable **D**ocument **F**ormat. This flexible file format, developed by Adobe, provides a reliable and straightforward way to present and share documents — regardless of the viewer's software, hardware, or operating system. It doesn't matter which software you use to create your designs or logs; when you save them as a PDF, the proportions and quality are maintained, and elements don't shift.

AI

AI files are the standard vector file format for **A**dobe **I**llustrator. With an AI file, designers can modify all effects, retain brushes and other unique Illustrator elements, and use the same file in a layout application for print production. AI files can include both vector and pixel image data. If any of this sounds confusing to you, just like it does to us, then you might want to steer clear of using an AI file!

PSD:

You've likely encountered PSD files, especially if you use Adobe Photoshop. These Adobe **P**hoto **S**hop **D**ocuments are widely utilised by designers and artists, serving as powerful tools for both storing and creating image data.



JPEG:

The JPEG, a **J**oint **P**hotographic **E**xperts **G**roup is a raster image format designed for image storage. JPEGs are favoured for their ability to compress large amounts of data into a compact file size, making them perfect for everything from digital photographs to web graphics ... AND MUGS! If you save an image on your computer, it's likely a JPEG.

PNG:

PNG, a **P**ortable **N**etwork **G**raphic file, is another raster image format commonly used online. PNG files are 'lossless,' meaning they retain the same number of pixels and do not lose quality during compression. If you're working on artwork that requires a transparent background, saving it as a PNG is the best choice.

EPS:

EPS, or **E**ncapsulated **P**ost **S**cript, is a vector-based format that is often used for illustrations and logos. One advantage of EPS files is that they can be scaled to any size without losing quality. However, they can only be opened in certain types of software, and they're not as widely compatible as PDFs.

SUPPLYING FINISHED ARTWORK:

The best way to get the printed mug you want is to design it yourself. We have templates for all our products, in various software options, although a high-quality PDF or JPEG is best suited. Just make sure the template is saved at 300 DPI for optimum reproduction. If you are using one of our FREE templates, use it to position your images. Once you are happy with the layout, and before saving the final design ... **REMOVE THE TEMPLATE** first, otherwise we won't be able to use your artwork. The template is just a means of getting the design set to size, and you don't want to leave it in the finished artwork.



SUPPLYING IMAGES:

The best images to use are your own! They should be large, clear, bright, and sharp; avoid dark backgrounds. You also want to avoid low-quality images, blurry, pixelated photos; they don't work. Small images that are blown up don't work either. No need to worry, we will review all the artwork you've provided before we create your mug. If there's an issue, we will reach out to you.

PHOTOGRAPHIC COLLAGE:

If you're going for a Photographic Collage Mug Design, feel free to utilise one of our Templates. If you've decided to have us design your collage, you can email us your images, and we will create it for you. It's important to keep in mind that our Designer will determine the arrangement and size of each photo. If you prefer images to be a certain size and in a specific layout, we suggest you create the design yourself.

LOGOS:

When providing a Logo or any other Emblem, make sure you have the necessary permission to reproduce the artwork. For instance, if you're using a Football Club Badge, it's your responsibility to obtain usage approval. By sending us the artwork, we will need proof of that approval before we can print your Mug Design.

INTELLECTUAL COPYRIGHT:

We appreciate your creativity and encourage you to share your ideas. In return, we kindly request that you respect others' creative rights. Please make sure you either own the content or have the necessary permission to upload it to our website. If you're unsure about the artwork's legitimacy, please verify it before submitting it to us. If we have any concerns, we will reach out to you before creating your Mug Design.

If you've gone through all of this and still don't understand ... **NO NEED TO PANIC!** We favour pre-made artwork to save both time and money, but if you require assistance, feel free to reach out to us, and one of our designers will gladly help you sort everything out.