



SPENTACORP[®]
DELIVERING GOODWILL



RIGHT FILE. RIGHT RESULT.



AN ARTWORK INPUT GUIDE
FOR CLEAN AND CLEAR PRINTS.



www.spentacorp.com

RIGHT FILE, RIGHT RESULT.

An artwork input guide for corporate gifting
(so your logo doesn't suffer).



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The 10-second truth

Great output starts with great input. If the artwork file is messy, low-res, or the wrong type, the result will be... creative. Not in a good way.

Use this guide to send the right file the first time—so we can choose the best branding method (print/embroidery/laser/UV/etc.) and deliver faster.



The “Send This” list (best files)

- Best (we love you)
- AI / EPS / PDF (vector) — crisp at any size
- SVG — also great (vector)

Works well (if done right)

- PNG (transparent background) — high resolution
- PSD — layered files help

Only if you have no choice

JPG — must be high-res and clean (no background, no compression)

Please don't (it hurts)

PPT / Word / AI generated images / screenshots / WhatsApp-forwarded logo. These are presentation files, not production files.



The “looks fine on screen” trap

- A logo can look perfect on your laptop and still print badly. Some common reasons:
- Low resolution (pixelated edges)
- Compression (WhatsApp is the #1 logo quality assassin)
- Background baked in (white box behind the logo)
- Tiny text (reads like a secret code on small products)

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Resolution rules (so it doesn't pixelate)

If you're sending a raster file (PNG/JPG): - Minimum: 1500 px wide (safe for most merch) - Better: 2500–4000 px wide. If you don't know the size: send the biggest version you have.



Backgrounds: the silent troublemaker.

For dark products (black bottles, mugs, tees).

Avoid JPGs with backgrounds. They show up as ugly boxes or muddy edges.

Send instead: - PNG with transparent background - Or vector (AI/EPS/PDF)



Colors: Fewer is often smarter

The small-surface rule (pens, keychains, small badges), If the branding area is tiny, Too many colors = too much detail.

Best practice: - Use a 1-color or 2-color version of your logo - Avoid gradients and thin outlines.

If brand colors are strict, Share Pantone references (if you have them). If not, we'll match as close as possible and show a mockup.



Tiny text and fine lines (aka “why did it disappear?”)

If your logo has: - super thin lines - tiny tagline text - lots of micro details, it may not survive certain methods or small placements.

Fix: Send a simplified version (or ask us—we can recommend what to remove).



What to send with the file (this speeds everything up)

Along with the logo, send these 5 things:

1. **Product(s):** T-shirt / Cap / Bottle / Notebook / etc.
2. **Quantity:** how many pieces
3. **Placement:** Chest / Sleeve / Front / Wrap / etc.
4. **Approx logo size:** Small / Medium / Large (or dimensions if you know)
5. **Branding preference (optional):** Print / Embroidery / Laser — if you have one.

If you don't know #3–#5, no stress—we'll recommend the best option.

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The “quick self-check” before you hit send

- Can you zoom in 400% and still see clean edges?
- Is the background truly transparent?
- Is the logo readable at the size you want?
- Is the file the original (not a screenshot)?

If you answered “hmm” to any of these—send what you have anyway and tell us. We'll guide you.



Fast examples (input → output)

- **PPT logo** → fuzzy edges, weird scaling
- **JPG with background** → box shows up on dark products
- **Too many colors on a pen** → looks like a tiny blur
- **Vector logo** → crisp, clean, professional



Color Reality Check (Screen vs Print)

Your screen shows color using light (RGB/HEX). Printing creates color using ink (CMYK). So the same “red” can look different depending on the process.

Quick translation

- HEX/RGB = screen color (what you see on laptops/phones)
- CMYK = print color (how ink behaves on paper/fabric)

Why it changes:

- Screens are backlit and punchy
 - CMYK has a smaller color range (some bright colors get “calmer”)
 - Material matters: cotton, polyester, metal, plastic — all reflect color differently
1. Best practice (so everyone stays sane): If color accuracy is critical, share Pantone references (if available)
 2. Always approve a digital mockup (and a physical sample for large/important orders)

Whacky but true:

Your monitor is basically a tiny light show. Printing is ink doing its best on real world surfaces.



Send the right artwork once - and everything gets easier. This guide shows what to share (and what to avoid) so your logo prints cleanly on t-shirts, caps, bottles, pens, notebooks, and more—without the usual back-and-forth.

Need help?

Send your logo + product + quantity and we'll recommend the best branding method (print / embroidery / laser / UV) and share a mockup if needed.

FILE TYPE	PRINT (UV/DTF/SCREEN)	EMBROIDERY	LASER ENGRAVING
.cdr / .ai / .eps / .svg (vector)	●	●	●
.pdf (vector*)	●	●	●
.png (transparent bg)	●	●	●
.psd (layered)	●	●	●
.tiff (lossless image)	●	●	●
.jpg/jpeg	●	●	●
AI generated / internet downloads	●	●	●
.pptx / .doc	●	●	●

● best

● works (with conditions)

● absolute no-no

*if converted to pdf from source