

Artwork & Layout

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.

Vehicle Graphics

- Full colour graphics
- Cut vinyl graphics
- All vehicle graphics are rated above 150 mph

Screenprinting and Embroidery

- Simply Amazing Creations
- Spiffy duplication
- no ketchup stains

File Preparation

- Scanning
- Colour correcting
- Film positives and negatives for:
 - die cutting
 - foiling & embossing
 - silkscreen

Vinyl

- Cut lettering and graphics
- Printed graphics

SOSA's
Easy to use
Artwork Price Formula
1 minute = 1 dollar

What type of file do I send?

Raster Images (bitmaps):

file extensions supported are only as follows: tif, bmp, psd, cpt

Vector Images

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

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.

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.

Raster Images (bitmaps):

Resolution

Image resolution for files for silkscreening should be 300 dpi. 200dpi minimum. This is at the correct output size. It is a good idea to keep your files at 300 dpi 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. 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.

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.

Screen printing Ready to Send - AKA how to avoid art charges

Print a composite, and colour separations of 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. If the colours separate properly, then send the file. If you don't know what colour separation is, then you are going to pay for art time for sure. 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.

Vinyl cutting Ready to send - AKA how to avoid mistakes

Use Adobe Illustrator or CorelDRAW. View your art in wireframe. Every line you see will cut. And only those lines. It's that simple.

Wide format printing Ready to send - AKA imagine an \$18/sq foot mistake

Use caution when using scaled images. Issues can be bitmap resolutions or outlines. Output size and viewing distance effect print resolution. We can print a ludicrously high resolution, but unless you want a small decal, there is usually no need to send images at size greater than 200 - 300 dpi. Reduce your artwork size by 50% from the size needed.