BSGIFTS — ARTWORK PREPARATION GUIDELINES

File Format

We prefer **Ai** Adobe **Illustrator** (Support up to CS6)

1. For all print files (Photos/Images)

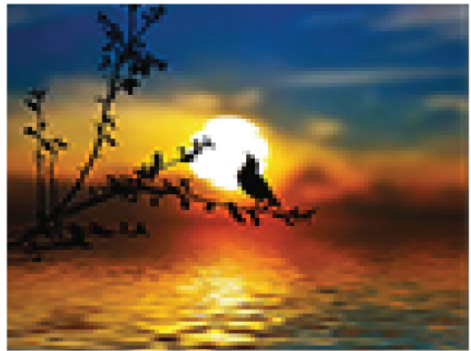Please provide artwork in 300dpi resolution and CMYK colour mode, based on the actual print size required.

Example:

High Resolution

An image created and exported at 300dpi – clean and sharp print quality.

Low Resolution

An image at 72dpi, which results in a pixelated and blurry print output.

2. For Graphic

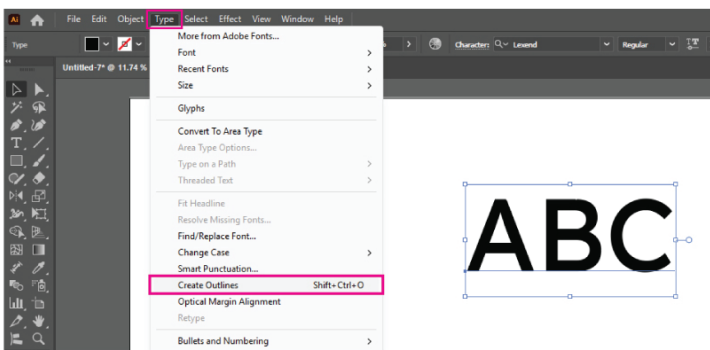Please provide your logo in .ai vector format, and convert all text to outlines.

Ai Adobe **Illustrator**

Why?
Vector files with outlined text can be resized without losing quality, ensuring the best print results.

Font and Line

1. Convert all text to outlines

This avoids missing font issues during printing.

2. Minimum font size: 7pt
Minimum line thickness: 0.6pt

For standard printing on items like notebooks, pens, etc...

0.18cm (H) — **ARIAL** — 7pt Font size

0.02cm (H) — 0.6pt Line thickness

Note:
Different materials may require different minimum font sizes to ensure legibility after printing.

Redrawable vs. Non-Redrawable Logos

Example:

Redrawable

Simple and clean outlines
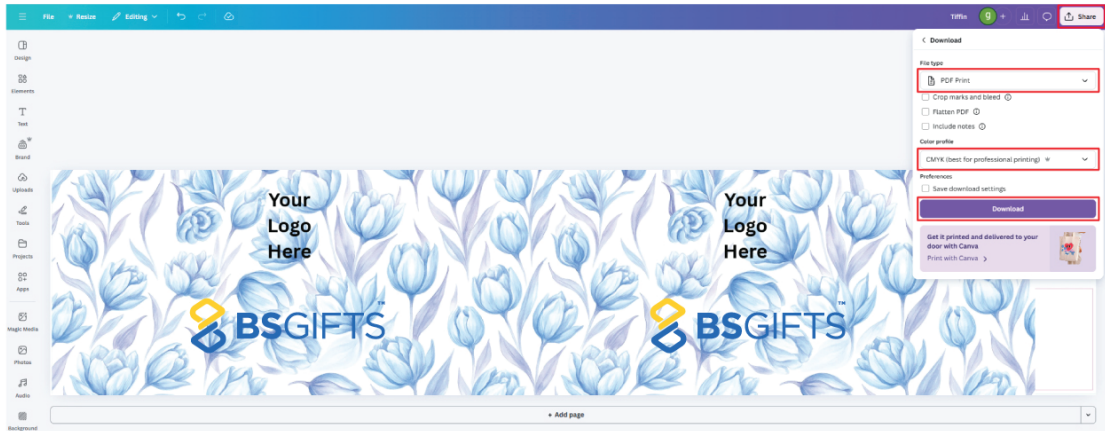
Non-Redrawable

Includes effects or complex styles

Note:
All printed materials may have a color variance of approximately 10%, which is considered within the acceptable tolerance range. To achieve more precise color reproduction, especially for brands with strict color requirements, please provide Pantone or CMYK specifications.

ARTWORK PREPARATION GUIDELINES
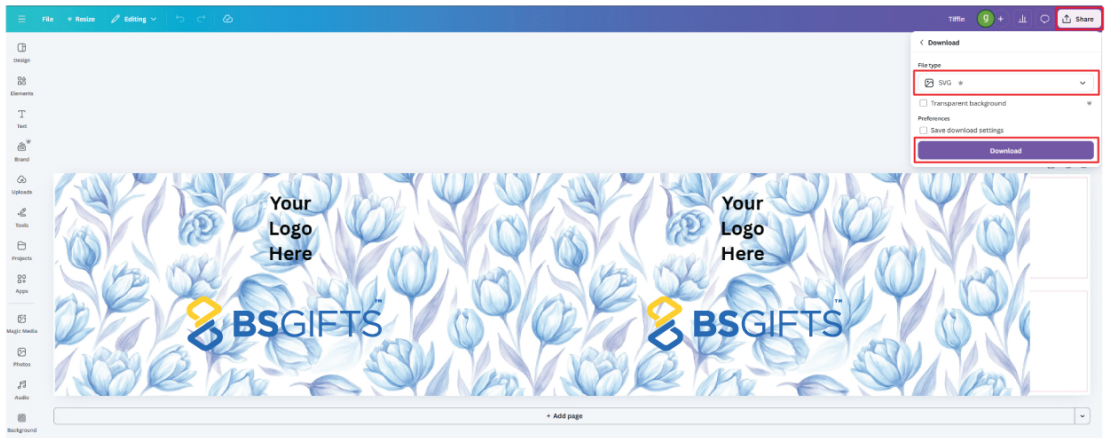
Canva File Format

Export your design at actual size in both PDF Print and SVG formats.

Share > Download > PDF Print > CMYK > Download Button

PDF Print is ideal for printing, as it supports high-resolution images and maintains accurate print dimensions. However, achieving 300 dpi depends on the original image quality and design settings.

Share > Download > SVG > Download Button

SVG automatically may convert fonts to outlines, but this depends on the font and design elements used—verify by opening in vector software.

Note:
1. Canva exports in RGB, so we convert files to CMYK for printing. Slight color dullness may occur, which is normal in the conversion process.
2. If your original photo placed in the design is blurry, the exported file will also be blurry. So please make sure to use high-resolution images in your design.
3. Having both formats allows flexibility across different production methods

Disclaimer:
This is a suggested free solution provided for your convenience only. Please note that certain features, such as SVG export, may require a Canva Pro subscription. We do not offer technical support or guarantee the final output results, as they may vary depending on the tool's performance and the quality of the original image.

ChatGPT → Let's Enhance → Print Workflow

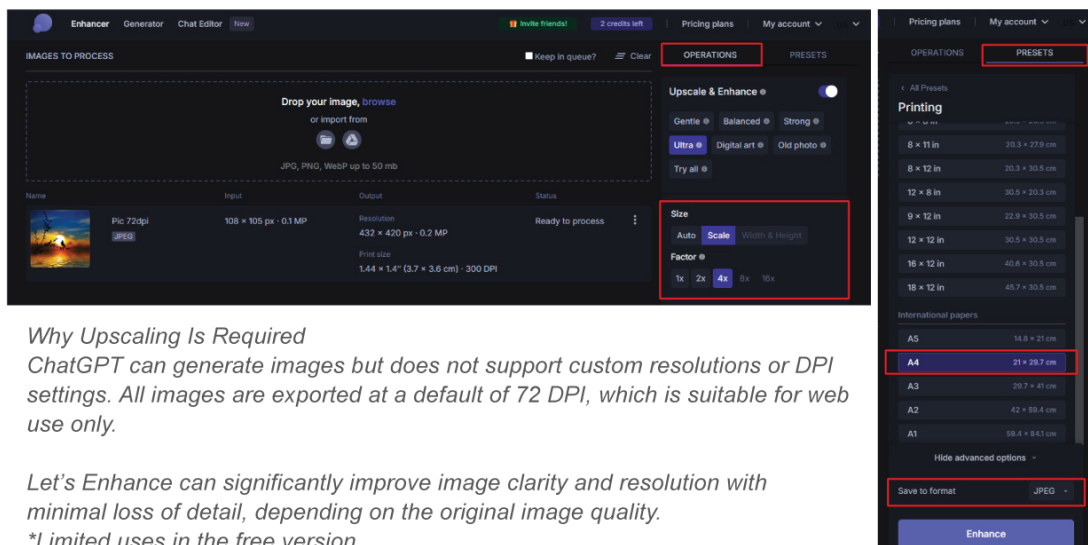### 1. Generate the maximum resolution image in ChatGPT

When requesting an image, always specify "maximum resolution" or "largest possible output". Download → check the pixel size → upscale 2× or 4× in Let's Enhance.

Example Prompt :

Please generate this design using the maximum native resolution supported (e.g., 1024 × 1024px).

2. Upload to Let's Enhance and select Print Mode

Upload your image → Operations → Choose Print Mode → Select one of the available presets (e.g., Small, Medium, Large). Let's Enhance will automatically upscale to match 300 DPI for that print size → download the file.

Why Upscaling Is Required
ChatGPT can generate images but does not support custom resolutions or DPI settings. All images are exported at a default of 72 DPI, which is suitable for web use only.

Let's Enhance can significantly improve image clarity and resolution with minimal loss of detail, depending on the original image quality.
*Limited uses in the free version.

Note:
ChatGPT and Let's Enhance exports in RGB, so we convert files to CMYK for printing. Slight color dullness may occur, which is normal in the conversion process.

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