

Art Requirements for PRINTED ITEMS

When you send us your art make sure to include your company name!

If you do not use our template, let us know what type of item you are sending art for (chocolate, printed item, hot stamped item...)

There are 2 types of art files: raster and vector. We can use either type of art file for printed items. The following are some helpful tips for making sure the print quality on your final product is the highest possible quality.

VECTOR ART is the easiest to work with and often produces the best print quality. It can be re-sized to fit any item without any loss in image quality. If you are sending us vector art, make sure all fonts are outlined (see below for details on converting fonts in common vector applications), and make sure that all images are embedded.

PRINT COLOR SPACE When creating your **VECTOR** artwork for print, we require the files to be created in CMYK. Our press is set up to print **ONLY** in CMYK. If you are not able to submit your file(s) in this format, we can adjust the file(s) for you. Please keep in mind that if art is created in RGB and we convert to CMYK for our printing purposes, there may be a shift in color that we cannot control, but will attempt to get it as close as possible. We will make our best effort to color match PMS colors when provided.

RASTER ART can work just as well as vector art for printing, but the most important thing to keep in mind is that raster images are size and resolution dependent. You cannot increase the resolution or the size of the image without loss of quality. Make sure your image looks clear on your monitor when viewed at 100% in your image editing program with a resolution of 300dpi or higher and the image is sized to fit the template (or larger). When you save your art, if you are given a choice, save it as the highest possible quality. We can accept large high quality files. If your image is too large for emailing, you can upload it to our easy to use ftp site. Ask your Account Executive for details.



A

You can compare these two images. Image **A** is much higher quality than image **B**. But even image **A** has a size limit. Zoom way in and you will see it become blurry or pixelated just like image **B**.

B



Applications and Files Types

All artwork should be PC-formatted and compatible with Adobe Illustrator.

For printed products art can be raster or vector. We prefer .jpg, psd, .ai, .eps, .tif or high quality .pdf files. We can accept .png and .gif but they are meant for web use and are almost always too small and too low in resolution to use for printing. We can accept .indd files, but, as with all other formats, all fonts must be converted to outlines. Also for .indd images should be embedded or included as separate files.

For best results and best print quality:

- make sure your images are embedded and fonts are converted
- use PMS colors whenever possible. We can't color match without them.

ILLUSTRATOR:
"Create outlines" on all fonts.

FREEHAND:
All fonts must "convert to paths".

COREL DRAW:
Change all fonts to "curves".

PHOTOSHOP:
Rasterize type

3pk GOLF BALL BOX PRINTED #6789

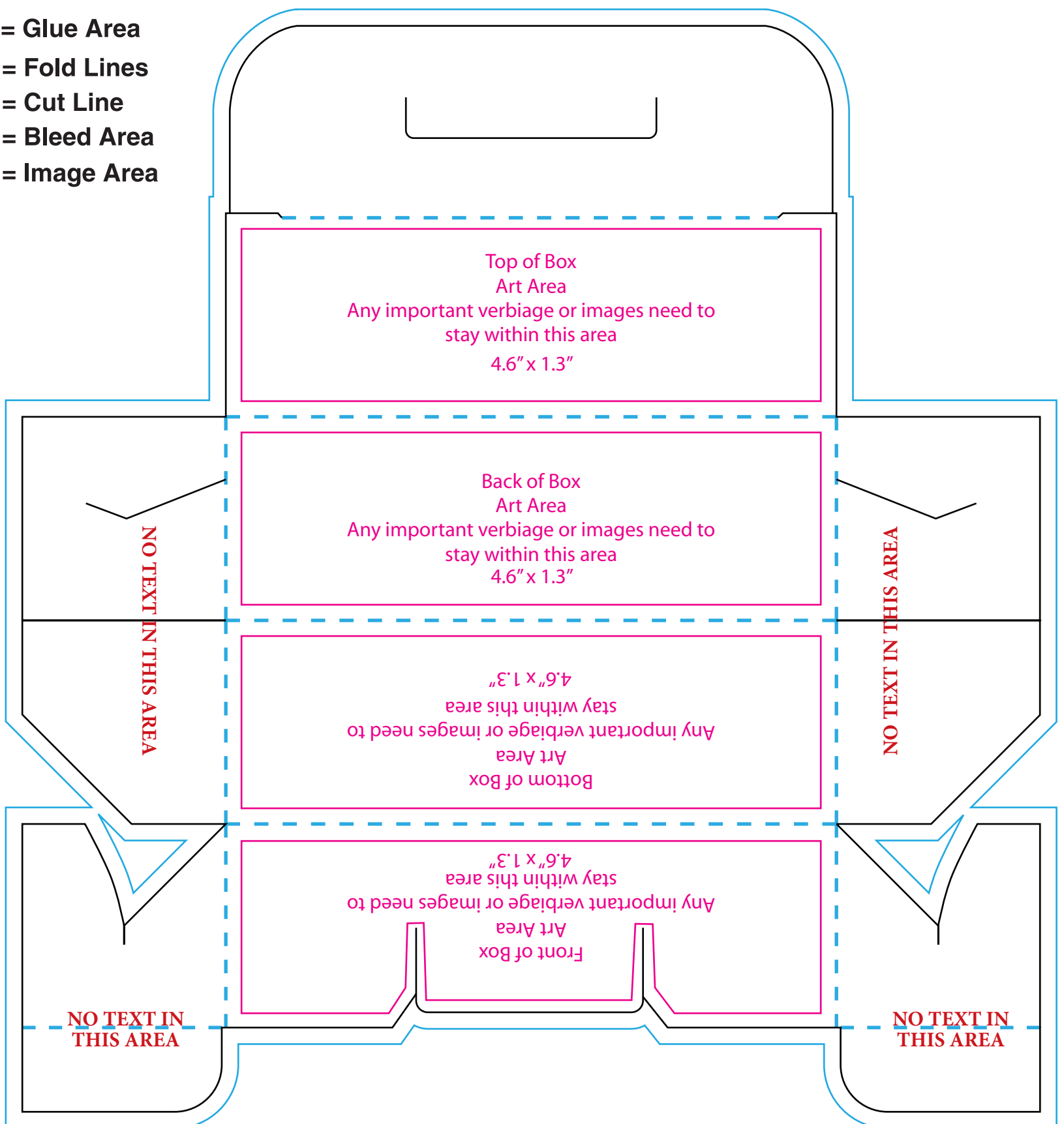
Your background color or design can extend past the **Art Areas** and out to the **Bleed Area**, but *all text and logos must remain inside the Art Area.*

For best results and best print quality:

- Use PMS colors whenever possible. We can't color match without them.
- Make sure your images are embedded.
- Vector art works best, but if you are using raster art make sure your raster images are at least 300dpi and are sized in your image editing application to fit the print area(s) in the template.

If you follow these guidelines and your image is clear when viewed at 100% in your image editor, then it is likely to print clear on your final product.

- = Glue Area
- - - = Fold Lines
- = Cut Line
- = Bleed Area
- = Image Area



Art Requirements for HOT STAMPED ITEMS

When you send us your art make sure to include your company name!

If you do not use our template, let us know what type of item you are sending art for (chocolate, printed item, hot stamped item...)

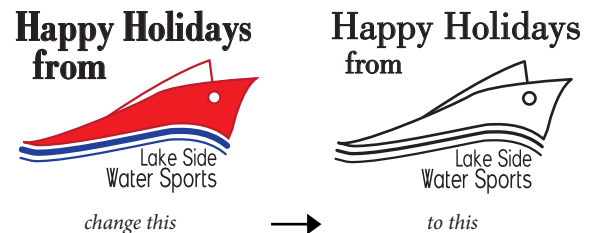
There are 2 types of art files: raster and vector. We prefer vector art for hot stamped items. If you are not sure if your art is vector or not, email it to us and we can let you know.

The following are some helpful tips for making sure your art looks as good as possible on your hot stamped item:

- Even and consistent line thicknesses in your art is the most important concept to keep in mind for the best possible results in the hot stamping.
- Art must be in black and white only. Black represents the art to be hot stamped
- All lines and details should be at least a 1pt thickness. Very thin lines and details don't always show up.
- Try to leave plenty of space in between lines and details
- Large solid filled shapes don't adhere well to surfaces. The foil flakes off either during production or soon after. Convert large solid shapes to white with a black outline.
- Avoid fonts with both thick and thin lines
- A general guideline to follow for most fonts is to use at least a 12pt size. Script fonts and serif fonts often need to be larger.

VERY IMPORTANT: Make sure that when you prepare your file all images are embedded and all fonts are converted to objects ("create outlines" in Illustrator, "convert to paths" in Freehand, "change to curves" in Corel Draw).

We accept .ai, .eps, and .pdf files. All artwork should be PC-formatted and compatible with Adobe Illustrator.



*Season's Greetings
from
Elkton Industries*

thickened from hot stamping:

*Season's Greetings
from
Elkton Industries*

All art thickens slightly in the hot stamping process. Fonts like the one (left) tend to lose their readability. The tiny spaces inside the "e"s close up and some letters end up touching where they aren't meant to.

*Season's Greetings
from
Elkton Industries*

thickened from hot stamping:

*Season's Greetings
from
Elkton Industries*

Consider a font like this one (left). There is more open space inside and in between the letters. If they thicken slightly, the words will still be legible and will keep their shape.

HOT STAMPED GOLF BALL BOX

Please read our “Art Requirements for Hot Stamped Items”

Summary:

- Even and consistent line thicknesses throughout the art work best
- Art must be in black and white only (black represents art to be hot stamped)
- All lines and thicknesses must be at least a 1pt thickness
- Avoid large solid shapes (change them to white with a black outline)
- Fonts should be at least 12pts, script font and serif fonts often need to be larger

Keep in mind that art tends to thicken in the hot stamping process. Following these hot stamping guidelines will minimize the loss of detail.

