Art Requirements for
CHOCOLATE ITEMS

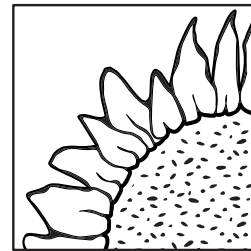When you send us your art make sure to include your company name!

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 need vector art in order to make custom chocolate. The following are some helpful tips for determining which file types you have and which ones to send to us:
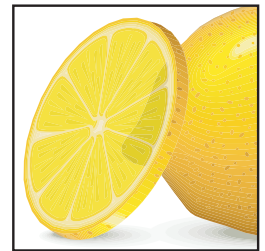
VECTOR ART usually looks clean and crisp at any size - zoom in or out. It can look simple or very complex and can sometimes look very realistic. It can be in color or black and white.

ai, eps, and **pdf** files are commonly used for vector images, though they can also contain raster images.

Make sure all fonts are converted to objects. See below for details on converting fonts in common vector applications.
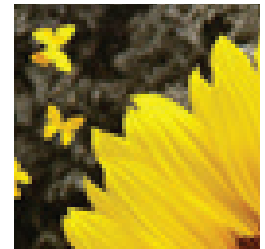
vector art - black and white   *vector art - color*

IMPORTANT: We cannot use raster art for making custom chocolate.
RASTER ART can look and print clean and crisp, but only if it is sized appropriately. If you zoom in further than the image is sized for, it will look blurry, chunky or "pixelated". If the image is printed larger than it is sized for, it will print blurry. **Photographs are always raster images.**

We cannot use raster art for making custom chocolate.
jpg, png, bmp and **gif** files are always raster images.

We can convert raster images into vector for a fee. Make sure all images are embedded. Ask your Account Representative for details.

raster art   *raster art - zoomed in*

If you don't have the right file type, ask one of the people listed below. It could be as easy as an email for them to send a vector art file to you. Ask your:

- printer (whoever printed your business card, letterhead, brochures...)
- IT person
- logo designer
- webmaster (they live in the raster art world, but might have your logo in vector)

Applications and Files Types

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

ILLUSTRATOR: "Create outlines" on all fonts. .ai and .eps are acceptable file formats. Embed images - linked images won't work

FREEHAND: All fonts must "convert to paths". .eps is the acceptable file format. Embed images - linked images won't work

COREL DRAW: Change all fonts to "curves". ai is the only acceptable file format. Embed images - linked images won't work
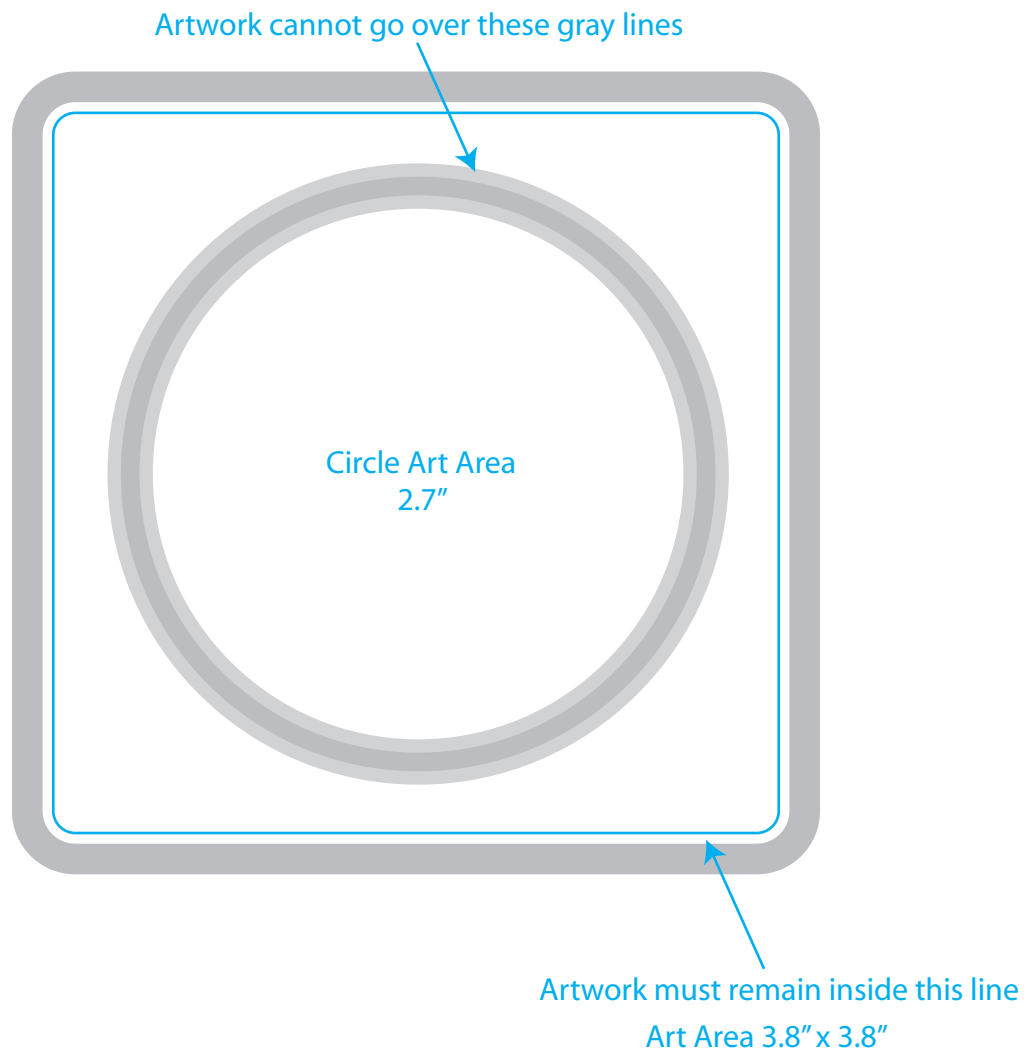
PHOTOSHOP: **.tif, .jpg, .psd, .gif** or **.bmp** files are not accepted for making chocolate molds. Art services are available to convert these files types to vector. Please contact your sales rep for more information.

4"x 4" COMBO BAR - CIRCLE CENTER #2002

Art must be VECTOR.
White art is surface level. Black art is engraved.

In order for your art to show well in chocolate:

- Fonts should be at least 12pt
- Lines and details, and spaces in between lines and details should be at least a 1pt thickness and prominent lines should be thicker.
- Convert all fonts to objects

Artwork cannot go over these gray lines

Circle Art Area
2.7"

Artwork must remain inside this line
Art Area 3.8" x 3.8"

4"x 4" COMBO BAR - HEART CENTER #2002

Art must be VECTOR.
White art is surface level. Black art is engraved.

In order for your art to show well in chocolate:

- Fonts should be at least 12pt
- Lines and details, and spaces in between lines and details should be at least a 1pt thickness and prominent lines should be thicker.
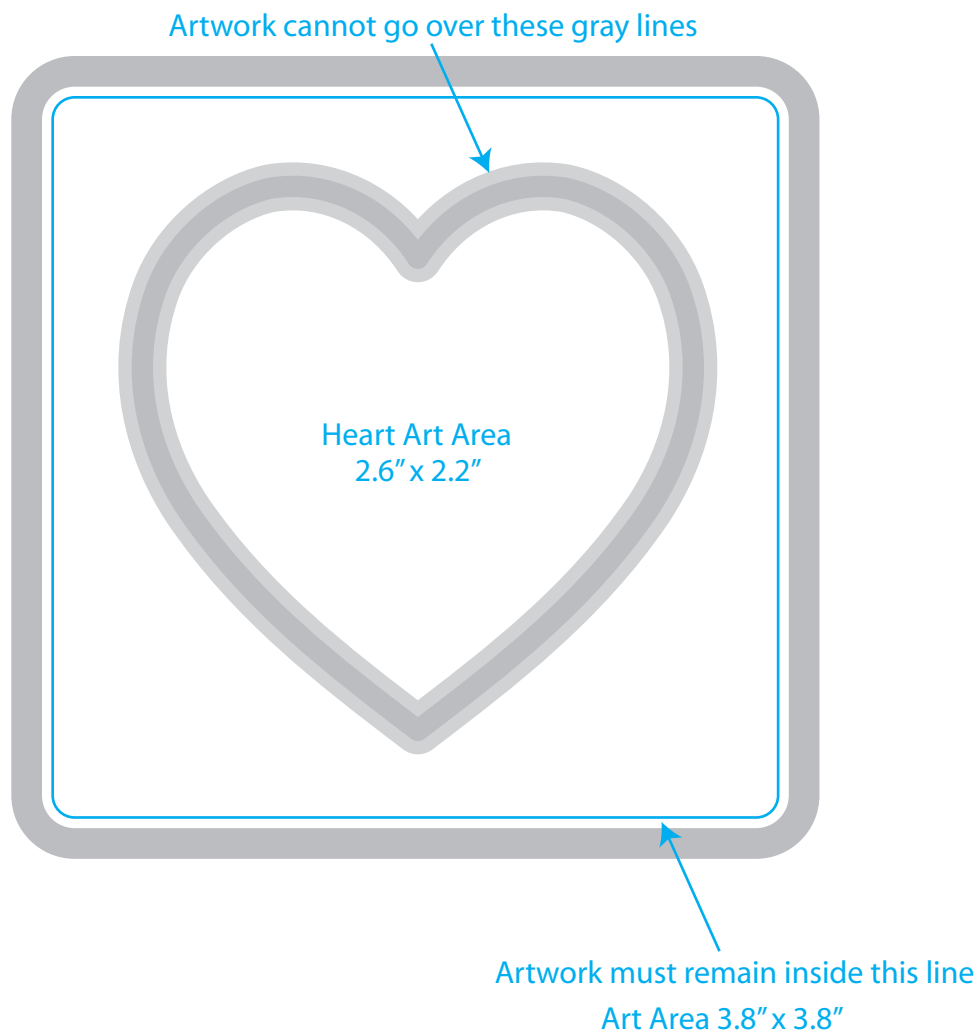- Convert all fonts to objects

Artwork cannot go over these gray lines

Heart Art Area
2.6" x 2.2"

Artwork must remain inside this line
Art Area 3.8" x 3.8"

4"x 4" COMBO BAR - SQUARE CENTER
#2002

Art must be VECTOR.
White art is surface level. Black art is engraved.

In order for your art to show well in chocolate:

- Fonts should be at least 12pt
- Lines and details, and spaces in between lines and details should be at least a 1pt thickness and prominent lines should be thicker.
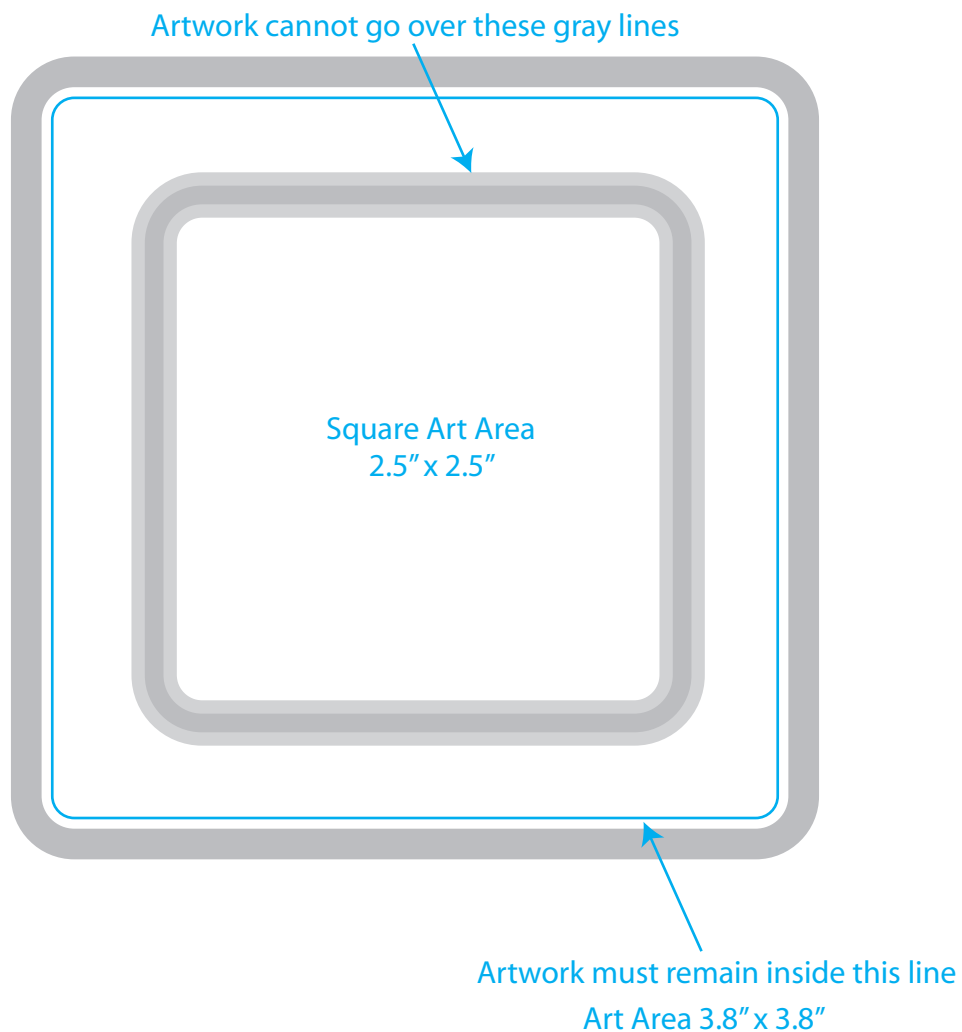- Convert all fonts to objects

Artwork cannot go over these gray lines

Square Art Area
2.5" x 2.5"

Artwork must remain inside this line
Art Area 3.8" x 3.8"

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 **B**

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**.

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

4x4/4x6 PRINTED GIFT BAND
#1056/3013/3045/3090

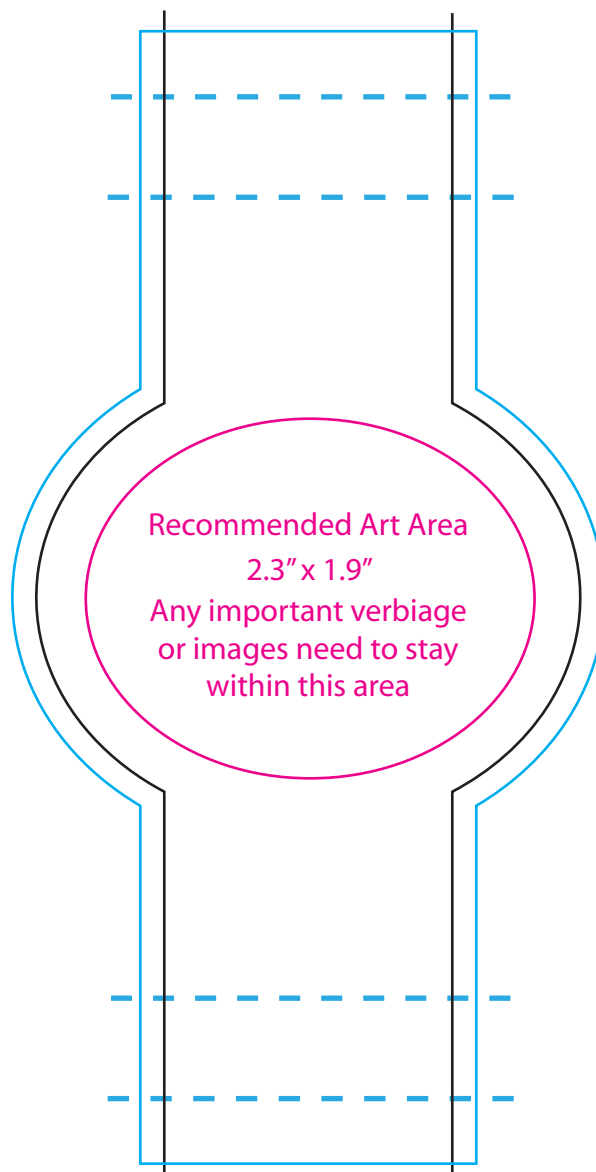# Your background color or design can extend past the Art Areas and out to the Bleed Area, but
all text and logos must remain inside the Art Area.

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**

Recommended Art Area
2.3" x 1.9"
Any important verbiage
or images need to stay
within this area

4x4 PRINTED SLEEVE

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

Top of Box
Art Area
3.8" x 3.7"

Any important verbiage or images need
to stay within this area

Bottom of Box
Art Area
3.8" x 3.5"