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

2lb PRINTED LID
#1032/3013/3045/3090/4024

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**

Side Art Area
13.7" x .3"

Side Art Area
.3" x 7.8"

Top Art Area
13.2" x 7.3"
Any important verbiage or images need to stay within this area

Side Art Area
.3" x 7.8"

Side Art Area
13.7" x .3"

2lb STRAIGHT GIFT BAND
#1032/3013/3045/3090/4024

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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.

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– – = **Fold Lines**
— = **Cut Line**
— = **Bleed Area**
— = **Image Area**

Top Art Area
4.75" x 8"
Any important verbiage or images need to stay within this area