



Artwork submission specifications

Images - All placed images must be supplied with the document. It is preferred that you supply the individual files even if they are embedded. We prefer that this is a Photoshop tiff file. This file should be built as CMYK, not RGB colors. The minimum PPI should be set at no less than 300 pixels per inch.

Logos & Copy - Hard-line Logos must be built as vector artwork. Adobe Illustrator is the preferred format for this file type. Freehand & CorelDraw may be acceptable if they can be converted. Any copy should remain as live text. The fonts used in the file should be submitted as well. Outlined copy (Copy converted from live text to curves) will be acceptable, considering future copy changes will be more difficult to achieve.

Helpful Hints ♦ Keep the files "native" to the application they were created with.

- ♦ Use CMYK colors, or the numerical Pantone or GCMC spot colors, when creating your artwork.
- ♦ Designate Scoring / die-lines with a color not used anywhere else in the file.
- ♦ 1 point minimum point stroke. ♦ 5 pt minimum font size. ♦ 3% (screen) minimum dot should be considered when creating art.
- ♦ Please use masking, not white filled objects when covering unwanted graphics.
- ♦ Be sure to allow for 1/16 minimum bleed around die-line when creating art.

When Submitting Digital Artwork, Please Include

- ♦ Only the files needed for the reproduction of the master file.
- ♦ A list of all support files and fonts used.
- ♦ Hard copy in color, with color call-outs and a separated pdf with printer marks.
- ♦ Contact name and phone number.