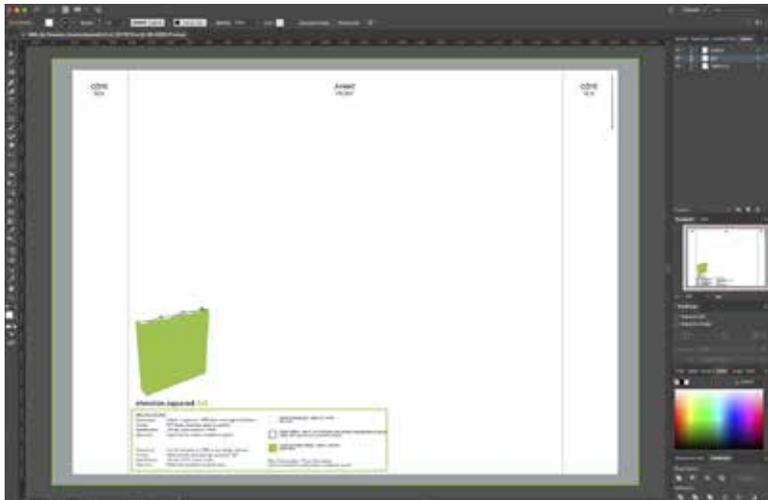


ART REQUIREMENTS



DESCRIPTION OF EACH AREA

-  **VISIBLE AREA:** Text or logos in this area may disappear or be deformed on the final product.
-  **SAFE AREA:** Place your text and logos in this area.
-  **BLEED AREA:** Do not include crop marks: the bleed must consist of your image and not white space.

ILLUSTRATOR INSTRUCTIONS

- > All image files must be linked. Embedded non-vector artwork is accepted. Linked image files should be packaged with artwork (File > Package).
- > Avoid using effects such as drop shadows and glow in Illustrator as they do not scale proportionally and can cause large file sizes.
- > **Outline ALL fonts.** (Select all text > "Type" menu > "Create Outlines" or CTRL + Shift + "O")

Save High Quality Print

- > Choose the High Quality Print option when exporting your file as a PDF.
- > Do not include any color bars or guides: 

GENERAL REQUIREMENTS

- > 120 dpi resolution
Final format at 1:1 scale (100%)
Files under 72 dpi will be pixelated
200 dpi resolution if created at half scale
- > **Color mode: CMYK**
Pantone colors: **SOLID COATED only**
- > Remove all template guides, crop marks, and notes. Only artwork to be printed (including bleed) should be visible.

ACCEPTABLE SOFTWARE

Illustrator CS6 (or lower)

.AI, .EPS, High resolution .PDF
Layered files are preferred.

InDesign files are not accepted.

UPLOADING ART

You can always send us your artwork via:

Dropbox link

Google Drive

WeTransfer.com

Total artwork and package must be under 2GB

Send email to your Project Manager or Designer

Any other file sharing site

QUICK CHECKLIST

- > Hide/delete template guides.
- > Check spelling (CTRL + "i").
- > Outline fonts (CTRL + Shift + "O").
- > Embed images or package image links.
- > Remove unneeded objects outside of artboard.

In order to provide the best quality, these instructions must be followed. If they are not, we will request revised artwork files.

If you are not able to make the proper adjustments and would like us to, we charge \$120/hr to fix the artwork.