

# ART REQUIREMENTS

## GENERAL REQUIREMENTS

- › Artwork needs to be set up at full print size.
- › Gradients should be created in Photoshop. Illustrator gradients might show banding when scaled.
- › Color mode should be CMYK unless otherwise specified
- › Remove all template guides, crop marks, and notes. Only artwork to be printed (including bleed) should be visible.
- › Rasterize (Photoshop) or outline (Illustrator) ALL fonts/text.

## PHOTOSHOP INSTRUCTIONS

- › Resolution: 100 DPI at full print size (this size is found on the grid provided by the Designer or Project Manager)
- › Preview artwork at actual print size (zoom to 100%) to search for any hidden flaws.
- › All image files must be linked or embedded. To link images, select File > Place Linked and include linked images with artwork.
- › **Rasterize ALL fonts. (Right click on the type layer > "Rasterize Type")**

## 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")**

## PANTONE COLOR MATCHING

- › Reference all Pantones used in your design(s). If you have critical color issues, please contact your Project Manager or Designer. (Please note: Tints will print "as is.")

## QUICK CHECKLIST

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

## ACCEPTABLE SOFTWARE

### Photoshop CS6 (or lower)

.TIFF, .PSD, High resolution .JPG

### 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

*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.*