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 or printed item)

There are two 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.

Acceptable File Types: .ai, .eps, and PDF

Make sure all fonts are converted to "outlines"

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.

Acceptable File Types: jpg, png, or. psd

Make sure all images are embedded.

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. You can 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

PHOTOSHOP: tif, .jpg, or .psd files are not accepted for making chocolate molds. These file types are used for print only. If you only have this file type for your logo, our art team is available to convert these files types to vector for you.
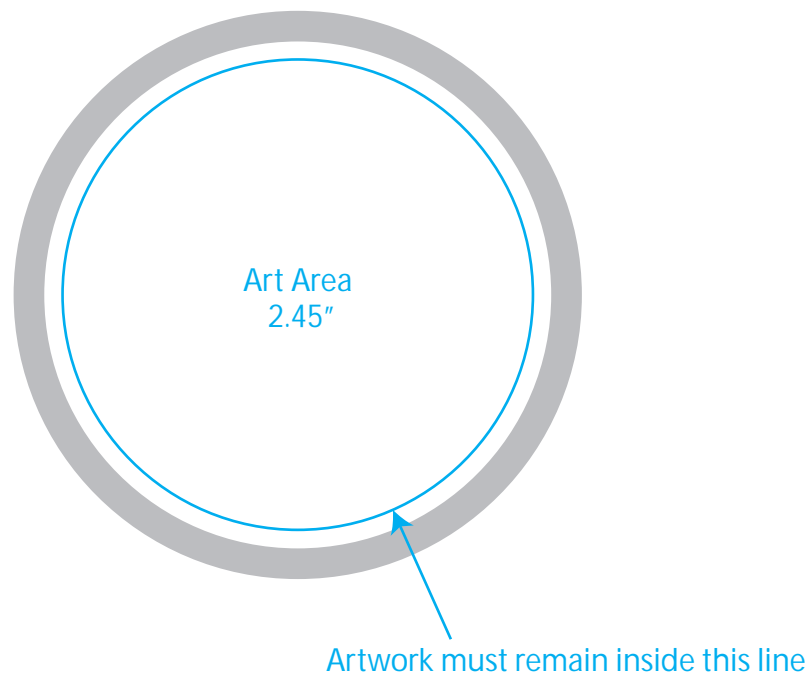Please contact your sales rep for more information.

Totally Chocolate

artwork@totallychocolate.com | 1-800-255-5506

SHORTBREAD COOKIE

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

Art Area
2.45"

Artwork must remain inside this line

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 or printed item)

There are two 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 and images are embedded.

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. Image files need to be at least 300 dpi to print high quality. 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 - up to 30MB. For anything larger, please send via www.wetransfer.com

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 items, art can be raster or vector. We prefer .jpg, .psd, .tif, .ai or .eps files for print. We can accept .png and .gif but they are meant for web use and are almost always too small and too low resolution to use for printing. We can accept InDesign files, but as with all other formats, all fonts must be converted to outlines and image links packaged or included as seperate 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.
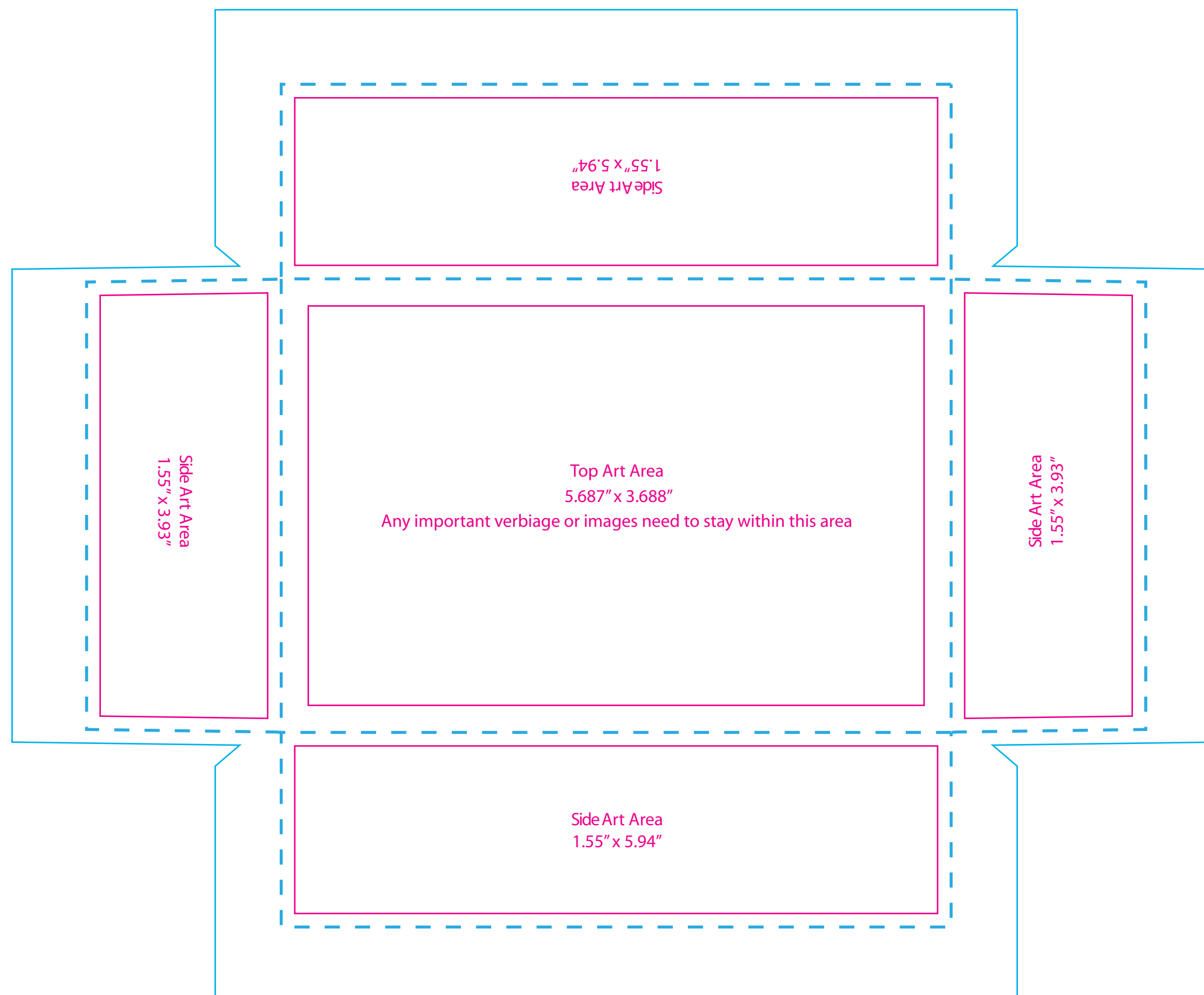
Totally Chocolate

6-PIECE COOKIE SET PRINTED LID

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
1.55" x 5.94"

Side Art Area
1.55" x 3.93"

Top Art Area
5.687" x 3.688"
Any important verbiage or images need to stay within this area

Side Art Area
1.55" x 3.93"

Side Art Area
1.55" x 5.94"

6-PIECE COOKIE SET PRINTED BAND

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 Art Area
4.75" x 1.625"
Any important verbiage or images need to stay within this area

Top Art Area
4.75" x 4.0625"
Any important verbiage or images need to stay within this area

Top Art Area
4.75" x 1.625"
Any important verbiage or images need to stay within this area