Art Requirements for
PRINTED ITEMS

ART SUBMISSION

When you send us your art make sure to include your company name! If you do not use one of our templates, let us know what product you are sending art for (chocolate, printed item, hammer). Make sure to follow our file type preferences as outlined in the guidelines below.

There are 2 types of art files:
VECTOR AND RASTER

WE CAN USE BOTH!

VECTOR ART

Vector art is the easiest to work with and often produces the best print quality. Vector art will look clean and crisp at any size - zoom in or out. It can look simple or very complex and can sometimes look very realistic. **.ai, .eps, .svg**, and **.pdf** files are commonly used for vector images, though they can also contain raster images. Make sure all fonts are converted to objects / outlines.

RASTER ART

Raster images are size and resolution dependent. 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. Make sure your image looks clear on your monitor when viewed at 100% with a resolution of 300dpi or higher. When you save art, if you are given a choice, save it at the highest possible quality. If images do not meet these specifications this will be marked as so on your art proof(s).

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.

FILE TYPES

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 **.svg.** We can accept **.indd** files, but, as with all other formats, all fonts must be converted to outlines. When using **.indd** as a file type, images should be embedded or included as separate files.

For the best results Make sure your images are embedded, linked images will disappear over email. Supply specific CMYK builds or PMS colors whenever possible. We print all of our packaging in CMYK. Supply layered files when relevant, elements in images are not directly editable.

CLASSIC 2" X 5" WRAPPER

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 specific CMYK builds or PMS colors wherever possible. Our CMYK press can closely match most PMS colors.

✳ Make sure your images are embedded. Linked files will be lost over email.

✳ Vector art works best but if you are using raster art make sure your raster images are at least 300 dpi 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

GLUE AREA

NO TEXT IN THIS AREA

Front Art Area
4.5" x 1.5"
Any important verbiage or images need to
stay within this area

NO TEXT IN THIS AREA

Back Art Area
4.5" x 1"

WE WILL PLACE INGREDIENTS IN THIS AREA