Art Requirements for

CHOCOLATE ITEMS

ART SUBMISSION

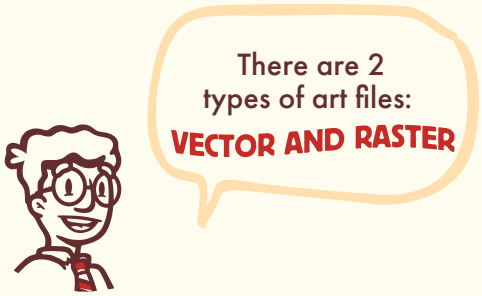
When you send us your art make sure to include your company name! If you do not use one of our templates, let us know what product you are sending art for (chocolate, printed item, hammer). Make sure to follow our file type preferences as outlined in the guidelines below.

DO'S

Vector This file format is required for chocolate.

Fonts "Create outlines" on all fonts.

Embed Images Embed your images instead of linking them. Linked images will not work and disappear when emailed.



DON'TS

Raster Don't supply raster images. Art services are available to convert raster file types to vector format, though may incur additional redraw fees. Please contact your Account Executive for more information.

Canva This is a great platform for getting your ideas across, however you will not get high-resolution imagery or vector art from files created with Canva's free services.

Ai Imagery This is a great resource for generating ideas, however you will not get high-resolution imagery or vector art from files created with free AI generative services.

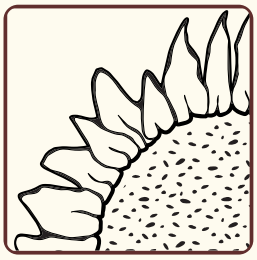
Files received from these platforms will be used for reference purposes only and recreated for best reproduction in chocolate. Recreating from these file types may incur additional redraw fees. Please contact your Account Executive for more information.

VECTOR ART

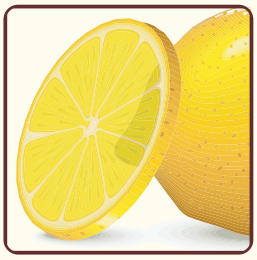
We need vector art in order to make custom chocolate. The following are some helpful tips for determining which file types are vector.

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.



Vector Art - black & white



Vector Art - color

RASTER ART

We cannot use raster art for making custom chocolate.

This kind of 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.

jpg, png, bmp, gif files are always raster images. We can convert raster images into vector for a fee. Ask your Account Executive for details.

Raster Art - zoomed out

Raster Art - zoomed in

QUESTIONS?

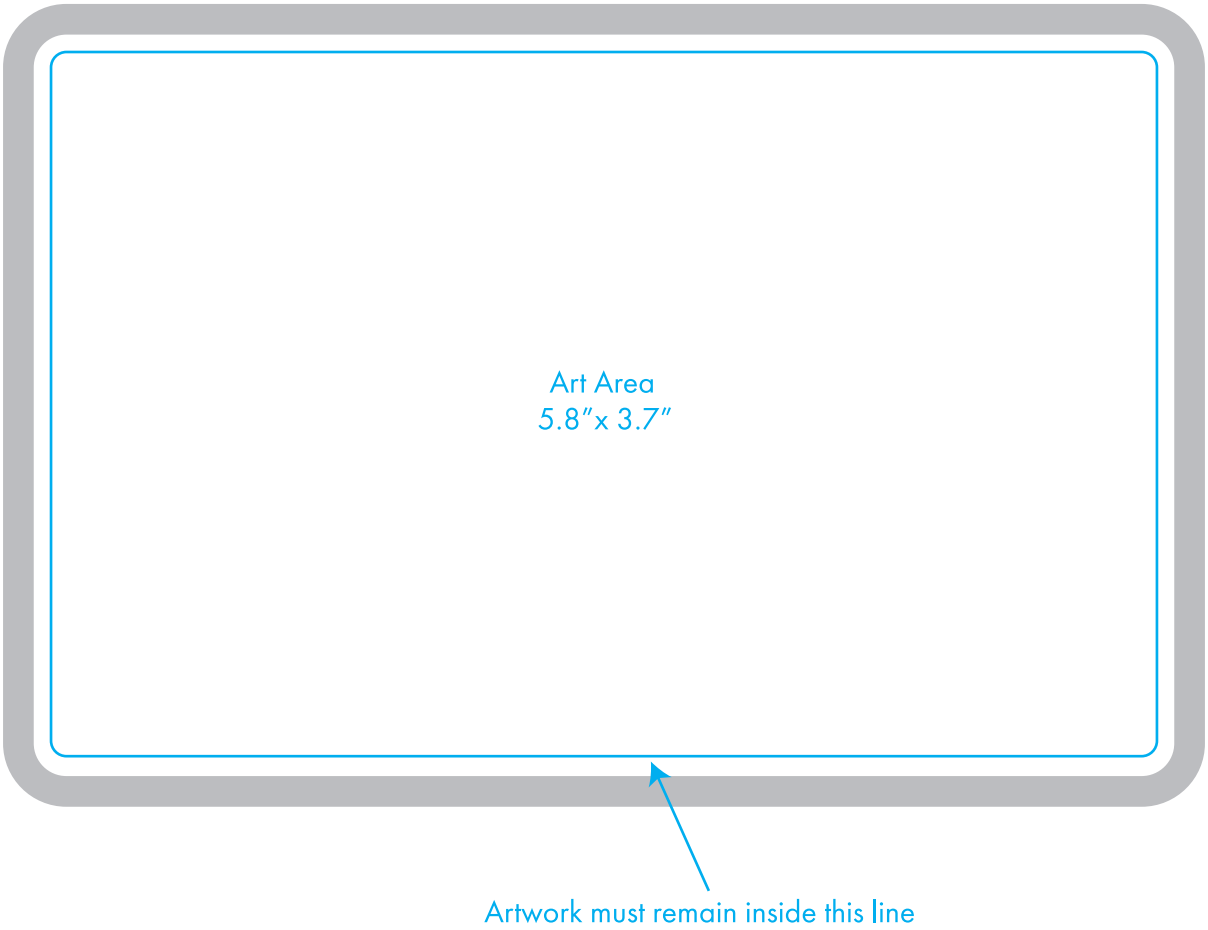
Have questions? Or perhaps you're not sure whether or not you have the correct file type? We'll be sure to help you get any of your questions or concerns sorted out!

4” X 6” CHOCOLATE BAR

Art must be VECTOR.
White art is surface level. Black art in engraved.

In order for your art to translate properly in chocolate:

- Fonts should be at least 12pt.
- Lines , details, and spaces in between lines should be at least 1pt thickness and prominent lines should be thicker.
- Convert all fonts to objects.



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.

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

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.

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.

4” X 6” PRINTED SLEEVE

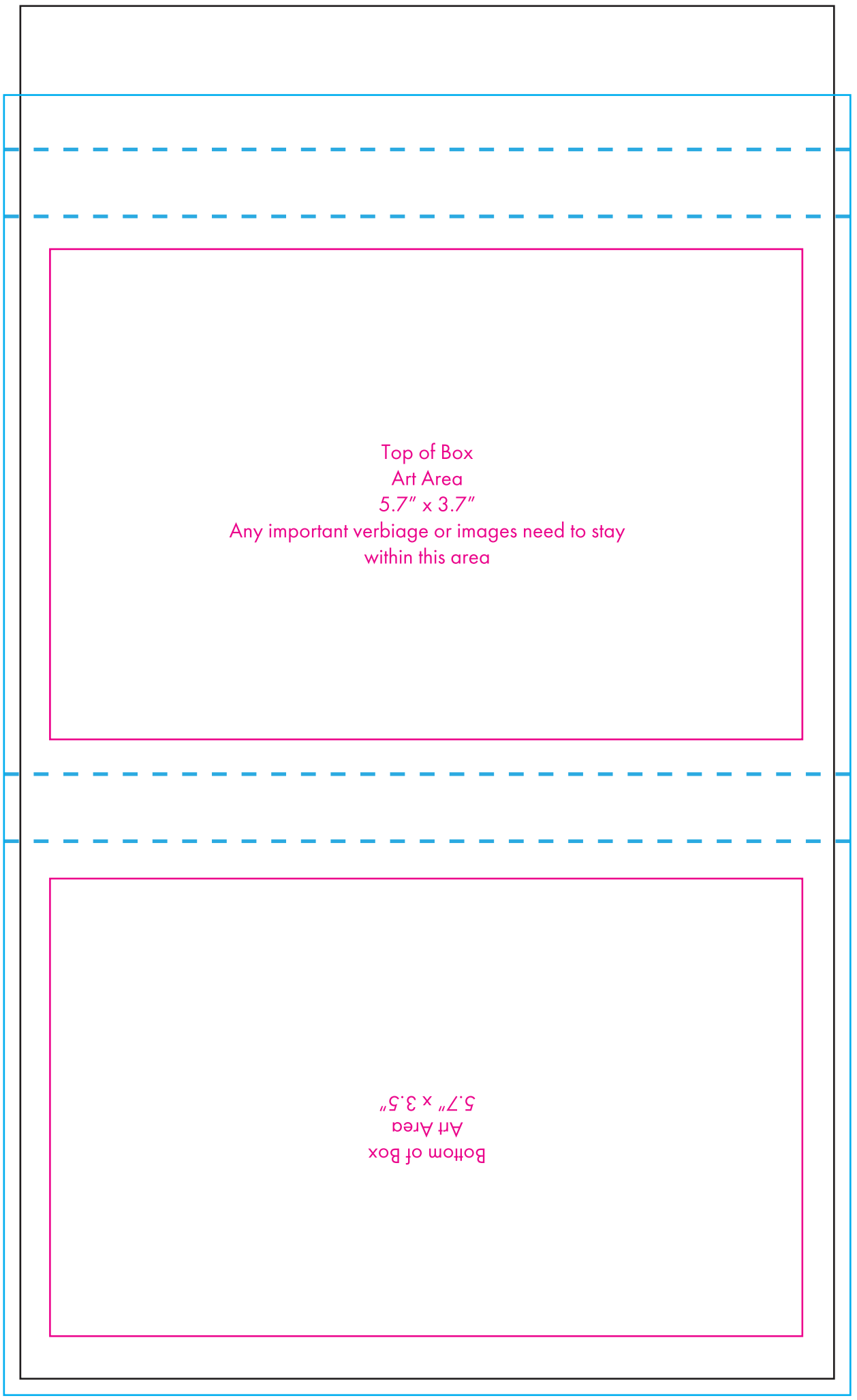
Your background color or design can extend past the Art Areas and out to the Bleed Area, but all text and logos must remain inside the Art Area.

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



4” X 6” 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 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.

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