

GRAPHIC GUIDELINES:

- Please follow all template instructions including safe areas (contact us for templates)
- Build art files at **100% scale** (ACTUAL SIZE)
- **75-125 PPI** (See templates for resolution)
- **CMYK**, use **Pantones** if available (Solid Coated).
- DO NOT Place crop marks on top of artwork (Place outside of artwork)
- Convert all **text/fonts to curves**
- Convert all **lines to paths**
- Delete template guidelines before saving print files or place on separate non visible layer
- Supply Proof/Mockup for reference when possible

FILE SAVING:

Print-ready PDF's, AI or EPS are preferred (**Vector**)

Raster files such as **Flattened TIF's**, JPG or PSD (with **LZW Compression**) files are acceptable if needed (note: logos & type may not print as smooth)

TIPS

When saving in Photoshop, use **LZW Compression**

When saving very large files in Illustrator, **de-select** "Preserve Illustrator **Editing Capabilities**"

Create GRADIENTS in Photoshop and **Add noise to gradient** to mitigate banding

Create DROP SHADOWS & TRANSPARENCY EFFECTS in Photoshop to avoid issues

Transparency effects & drop shadows created in programs other than Photoshop may print incorrectly.

Additional time required to correct files may result in delayed delivery and additional costs.

*Note that colours on monitors will differ from **screen to screen**. Please supply Pantones or a colour proof if colour matching is required.*
