# govino®

SHATTERPROOF REUSABLE RECYCLABLE

# VECTOR ARTWORK GUIDELINES

## Accepted file formats:
Adobe Illustrator (Vector) .AI or .EPS

## **All fonts must be converted to outlines**
Failure to do so will delay your delivery. If you are unable to locate the necessary fonts, please contact your designer. Any artwork changes made by govino will be billed separately at the rate of $75 per hour.

### Q) What is vector art?
A) When your artwork is in a vector format, it allows you to increase or decrease the size of the graphic without compromising the integrity of the original image. Vector art is a layered editable file that can be changed in color and size; the end result is a crisp, clear, and readable image no matter what the final output or size.

### Q) Can I just save my current file as an Adobe Illustrator (.ai or .eps) file and make it vector?
A) No, simply saving your file with an .ai or .eps extension will not make your artwork vector. In order for an image to be vector it needs to be built from scratch in a program like Adobe Illustrator.

### Q) How do I convert my artwork into a vector file?
A) To change your image or logo into vector art, it is sometimes necessary to speak with the original graphic designer of the artwork; many times the artist already has the vector format. Most logos that are created by graphic designers create the original in Illustrator (.ai) to start with and then create a .jpg, .pdf, or .eps from that version.

### Q) What if I don't have access to Adobe Illustrator?
A) If you don't have access to Adobe Illustrator to re-create the art don't worry! Before you place your order govino can check your art for free and let you know what can be done to convert it into a vector format. If your file needs to be converted to vector art and you are unable to do so, then the graphic can be converted for you (for a one-time fee) and you will have the vector file to keep for future use.



**VECTOR ARTWORK**
Figure 1: Vector Logo (.ai file)
zoomed in by 300%
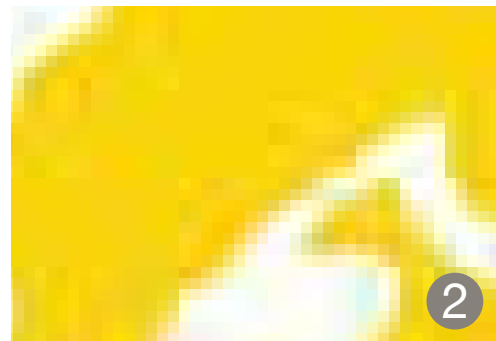


**RASTER ARTWORK**
Figure 2: Non-Vector Logo (.jpg file)
zoomed in by 300%

![govino® SHATTERPROOF REUSABLE RECYCLABLE]
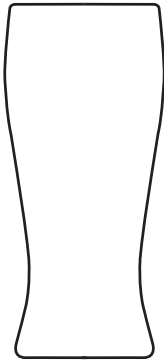
# Customized Artwork
# Size & Positioning

Your artwork may be printed in any of the three locations listed below. Our standard default is 180˚ of the thumb notch. If you are printing more than one logo we suggest they be placed 90˚ clockwise and counter clockwise of the thumb notch.

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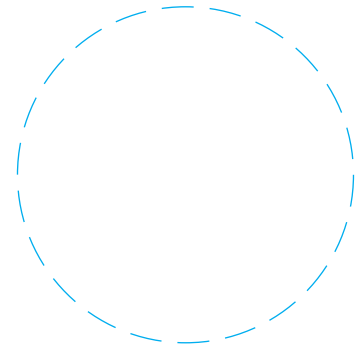
## GOVINO 16oz Beer

90˚ Counter Clockwise
of Thumb Notch
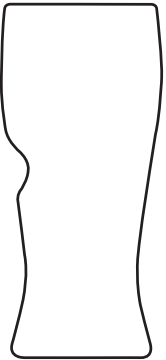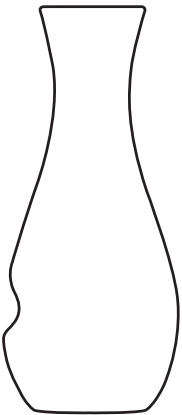
180˚ of Thumb Notch
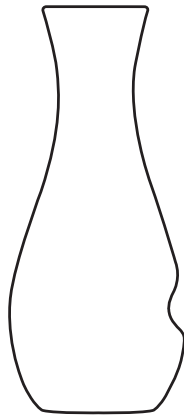
90˚ Clockwise
of Thumb Notch

Actual Size 1.75" Max Diameter

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## GOVINO 28oz Decanter
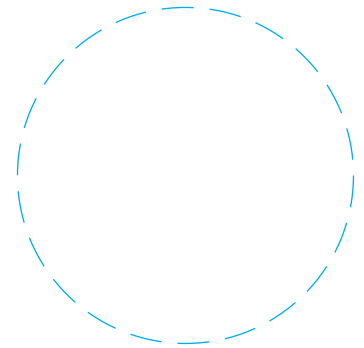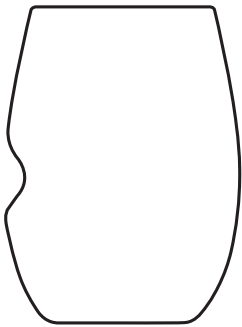
90˚ Counter Clockwise
of Thumb Notch

180˚ of Thumb Notch

90˚ Clockwise
of Thumb Notch
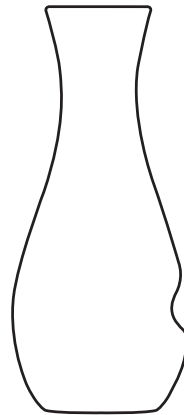
Actual Size 2" Max Diameter
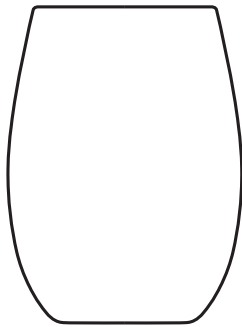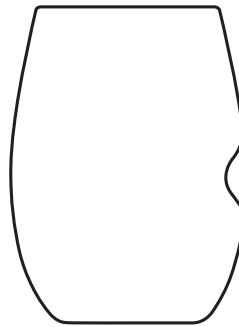
# Customized Artwork
# Size & Positioning

Your artwork may be printed in any of the three locations
listed below. Our standard default is 180˚ of the thumb notch.
If you are printing more than one logo we suggest they be
placed 90˚ clockwise and counter clockwise of the thumb notch.

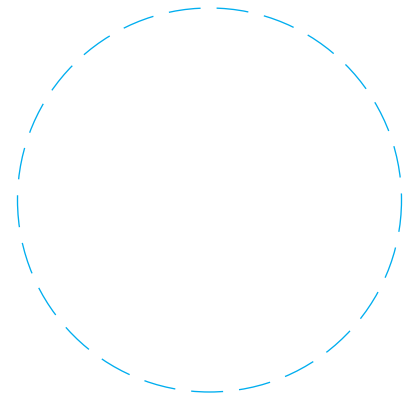## GOVINO **16oz Wine**

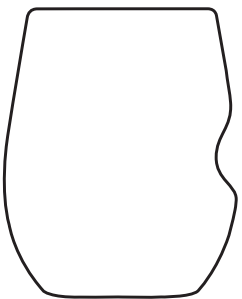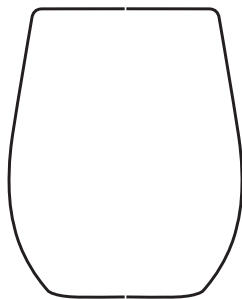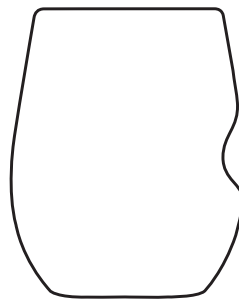| 90˚ Counter Clockwise of Thumb Notch | 180˚ of Thumb Notch | 90˚ Clockwise of Thumb Notch | Actual Size 2.0" Max Diameter |

## GOVINO **12oz Cocktail**

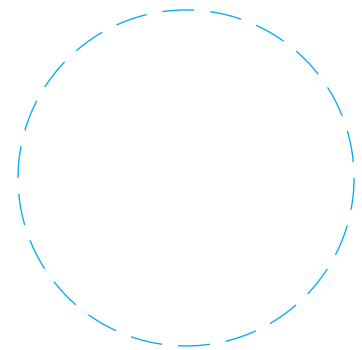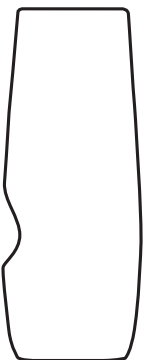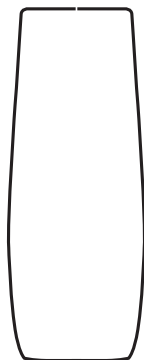| 90˚ Counter Clockwise of Thumb Notch | 180˚ of Thumb Notch | 90˚ Clockwise of Thumb Notch | Actual Size 1.75" Max Diameter |

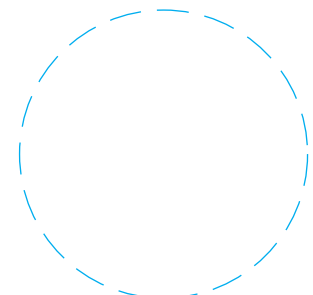## GOVINO **8oz Flute**

| 90˚ Counter Clockwise of Thumb Notch | 180˚ of Thumb Notch | 90˚ Clockwise of Thumb Notch | Actual Size 1.5" Max Diameter |

# govino®

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# Custom Printing
# Standard Color Chart

This chart is for suggested color reference only and IS NOT color accurate as not all printers and monitors are calibrated accurately. Please refer to an actual Pantone Matching System (PMS) book for accurate color specifications.

1 Black

2 White

3 Citron Yellow (PMS 101)

4 Medium Yellow (PMS 123)

5 Dark Yellow (PMS 137)

6 Orange (PMS 165)

7 Yellow Ocher (PMS 130)

8 Light Red (PMS 179)

9 Bright Red (PMS 485)

10 Carmine Red (PMS 200)

11 Bordeaux Red (PMS 209)

12 Pink (PMS 238)

13 Light Blue (PMS 300)

14 Medium Blue (PMS 2728)

15 Ultra Blue (PMS Reflex Blue)

16 Dark Blue (PMS 281)

17 Turquoise (PMS 3125)

18 Violet (PMS 2745)

19 Light Green (PMS 355)

20 Fir Green (PMS 336)

21 Brilliant Green (PMS 3278)

22 Light Brown (PMS 499)

23 Dark Brown (PMS 469)

75 Lt Gold Metallic (PMS 871)

76 Md Gold Metallic (PMS 872)

77 D Gold Metallic (PMS 873)

78 Copper Metallic (PMS 876)

79 Silver Metallic (PMS 877)

Simulated Etched