ART REQUIREMENTS

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, printed item, hot stamped item…)
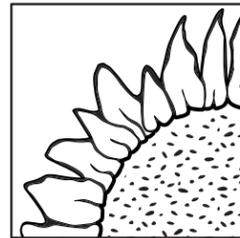
There are 2 types of art files: raster and vector.
The following are some helpful tips for determining which file types you have and which ones to send to us:

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.
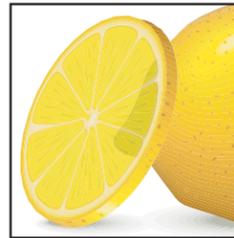
ai, eps, pdf files are commonly used for vector images, though they can also contain raster images.

Make sure all fonts are converted to objects.
See below for details on converting fonts in common vector applications.

vector art - black and white   vector art - color

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.

jpg, png, bmp and gif files are always raster images.

raster art   raster art - zoomed in

We can convert raster images into vector for a fee. Make sure all images are embedded. Ask your Account Representative for details.

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. 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 File Types

All artwork should be PC-formatted and compatible with Adobe Illustrator CS4 or lower.

ILLUSTRATOR: "Create outlines" on all fonts. **.ai** and **.eps** are acceptable file formats. Embed images - linked images won't work.

FREEHAND: All fonts must "convert to paths". **.eps** is the acceptable file format. Embed images - linked images won't work.

COREL DRAW: Change all fonts to "curves". **ai** is the only acceptable file format. Embed images - linked images won't work.

PHOTOSHOP: **.tif**, **.jpg**, **.psd**, **.gif** or **.bmp** files are not accepted for making chocolate molds. Art services are available to convert these files types to vector. Please contact your sales rep for more information.
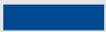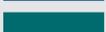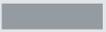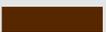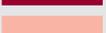
Travel Mug - item number 6010

Available mug colors: purple, red, blue, green, yellow, charcoal and orange.

FRONT
Imprint for travel mug -
3.25" x 2.75"

BACK
Imprint for travel mug -
3.25" x 2.75"

PMS color choices for mug imprints

PLEASE READ
We cannot guarantee color matching. PMS colors are meant for paper, and don't always look the same on the mugs. Also, these colors are meant for white mugs, and will likely look different on mugs of other colors.

PMS 109	PMS 542	PMS 357
PMS 123	PMS 280	PMS 430
PMS 132	PMS 293	PMS 4625
PMS 136	PMS 295	PMS 466
PMS 173	PMS 323	PMS 499
PMS 179	PMS 355	PMS 202
PMS 165	PMS 343	PMS 487
PMS 186	PMS 377	PMS 261

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.
- convert all fonts to objects

ART REQUIREMENTS
for Chocolate Items

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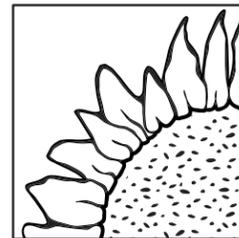
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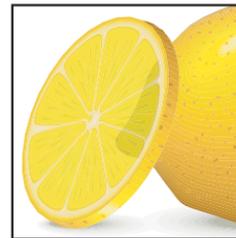
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vector art - black and white   vector art - color

IMPORTANT- **We cannot use raster art for making custom chocolate**.
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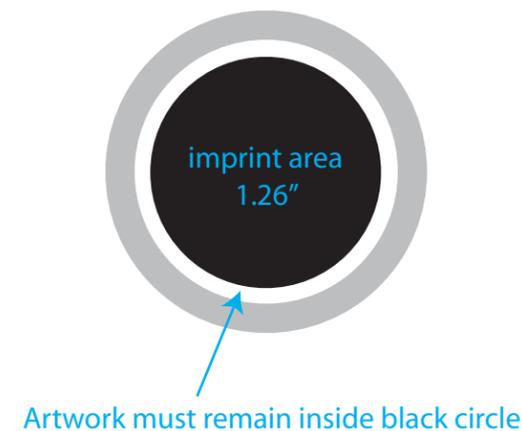
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1.5" x 1.5" CHOCOLATE FOILED CIRCLE
item numbers 5001, 6008, 6009, 6010, 6011

imprint area
1.26"

Artwork must remain inside black circle

ART TIPS FOR
FOILED CHOCOLATES

 In order for the art to show through the foil it needs to be raised with as much engraved area around it as possible (white art is raised and black art is engraved).

 Simple shapes and thicker lines work best.

 Foiled pieces must have the raised white border.

 Art must stay inside the black area.

Art must be VECTOR art.
Black art is engraved. White art is raised.

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