

# ARTWORK SPECS



## ARTWORK GUIDELINES

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### ACCEPTED FILE FORMATS

- We accept only  JPG and  PDF files.

### GRAPHIC SETUP GUIDELINES

- **Artwork Size:** Make your artwork in the exact size of the graphic you're ordering.
- **Template:** Please always use the specific template for your product provided on our website if you have selected a standard size product. Or use the template as a reference if you require a custom size graphic.
- **Fonts:** All fonts must be outlined.
- **Bleeds:** Include bleeds only when the specific template indicates them. No crop marks.
- **File Resolution:** We suggest 100/150 dpi resolution at 100% of the final print size (1:1).
- **Color Space:** All files should be in CMYK Color Space.
- **Borders:** Don't include artwork borders too close to the cutline to avoid the border being trimmed off.

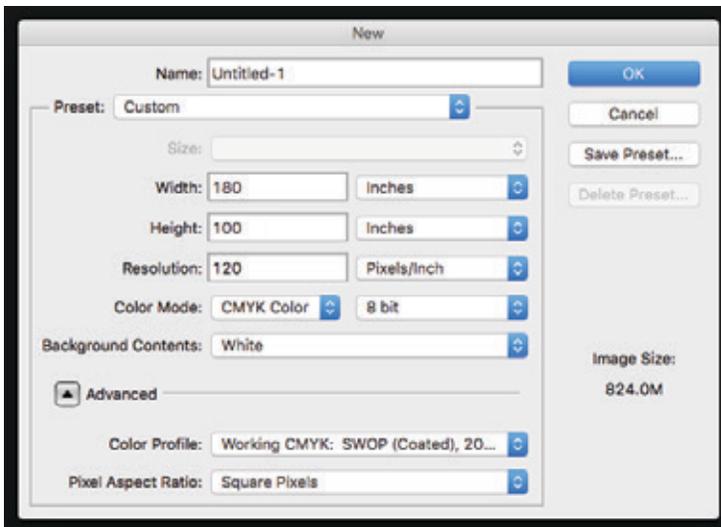
# ARTWORK SPECS

## PHOTOSHOP USERS

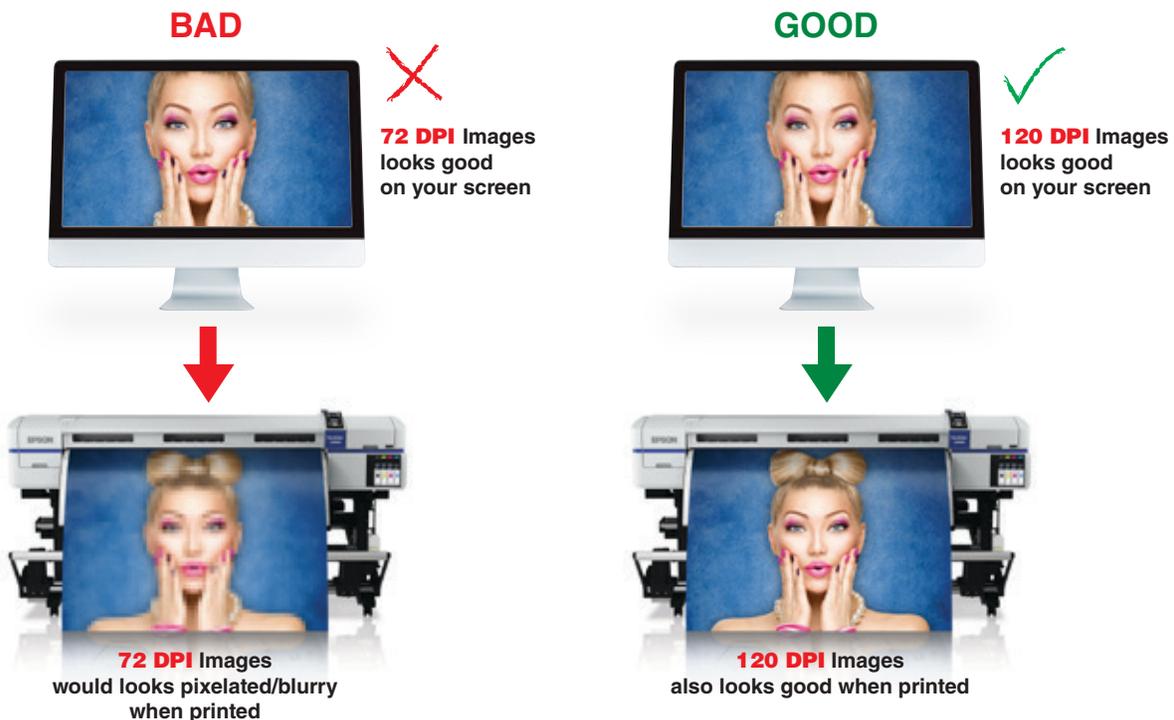
Both if using our templates for standard sizes or if you are creating your own customized size, please make sure that the dimensions of your document are the same as the desired finished ones.

## IMAGE RESOLUTION

In Photoshop you can go to IMAGE » IMAGE SIZE to find out your file resolution.



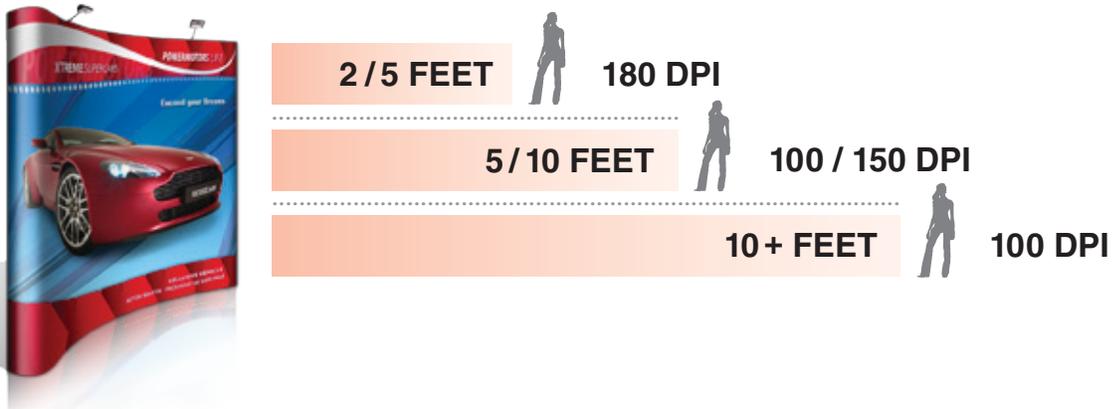
We recommend 100/150 dpi resolution at 100% of the final print size (1:1).



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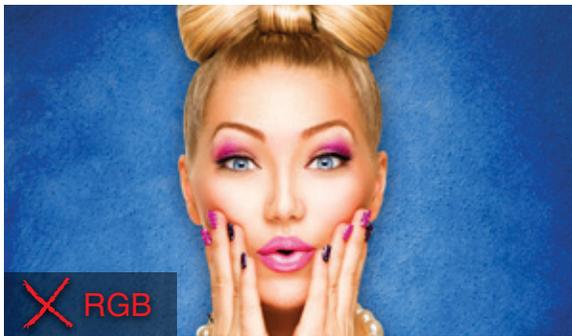
## VIEWING DISTANCE CHART

You can check this chart as a reference to choose the ideal resolution for your artwork considering the distance that customers will watch your graphic product.

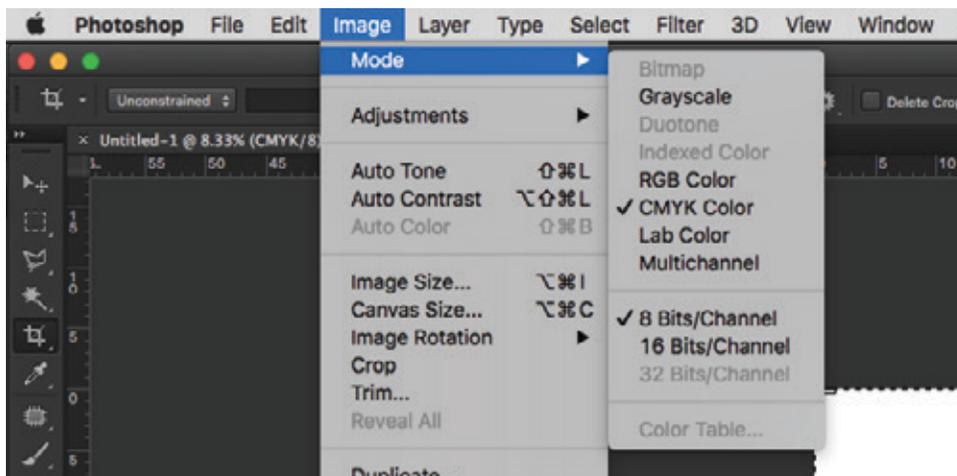


## COLOR SPACE

**Be careful:** Colors can look drastically different when converted from RGB!



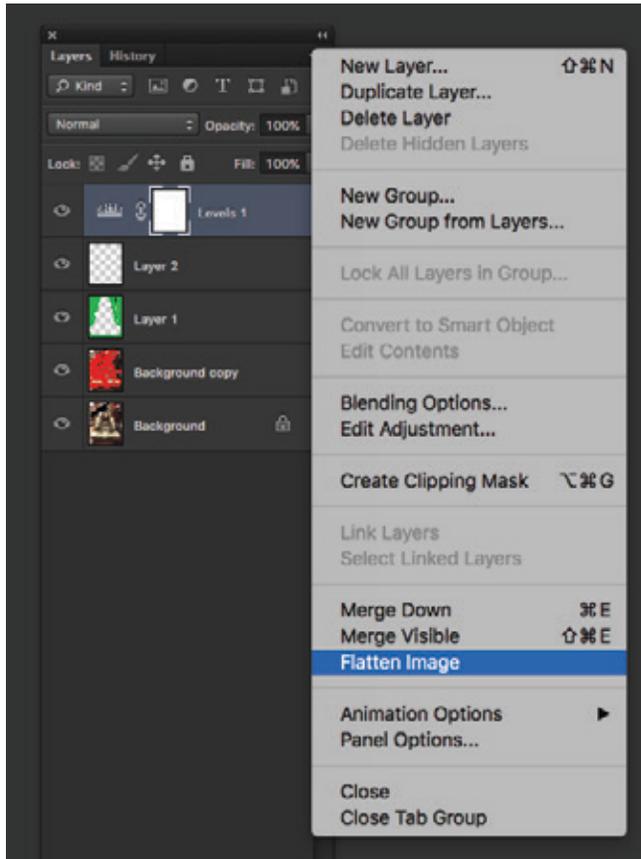
Your print file must be in CMYK format.



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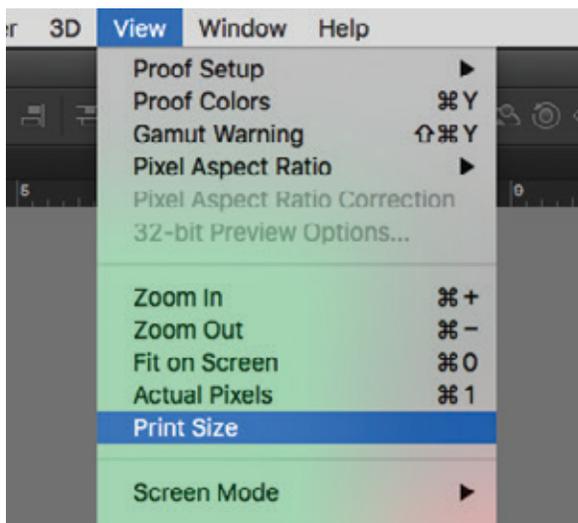
## SAVING YOUR ARTWORK

When you are done with the design, flatten all the layers then save.



## CHECK YOUR FINAL FILE

After generating your final file, please check it carefully as indicated below:



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## ILLUSTRATOR USERS

When using our templates for standard sizes or creating your own customized size, please make sure that the dimensions of your document are the same as the desired finished ones.

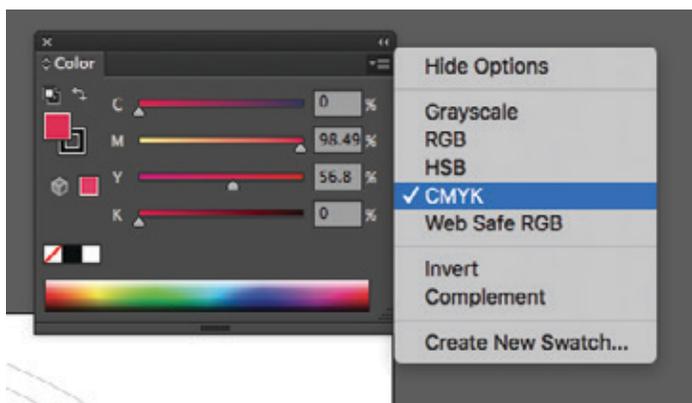
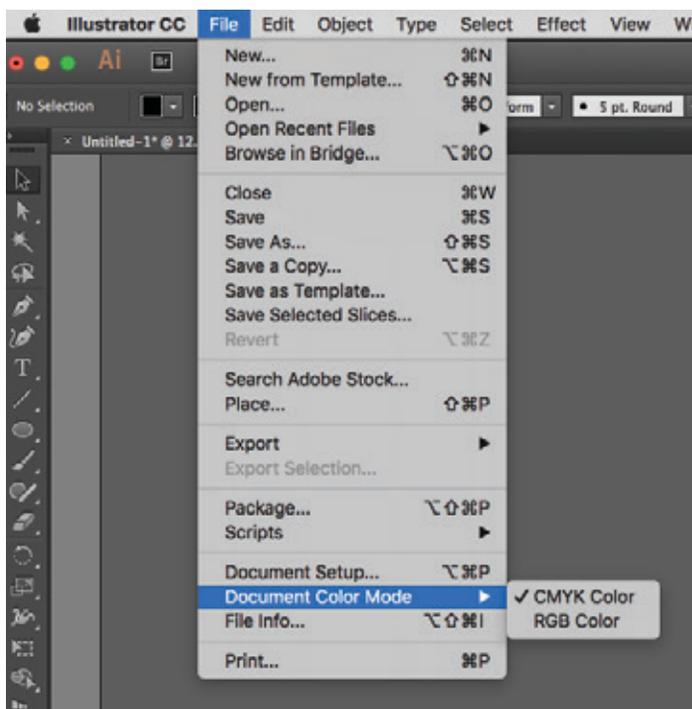
## IMAGE RESOLUTION

Check resolution details in Pages 2 & 3: As indicated for Photoshop Users.

## COLOR MODE

Your file has to be in CMYK mode.

Color Pallet > Option CMYK



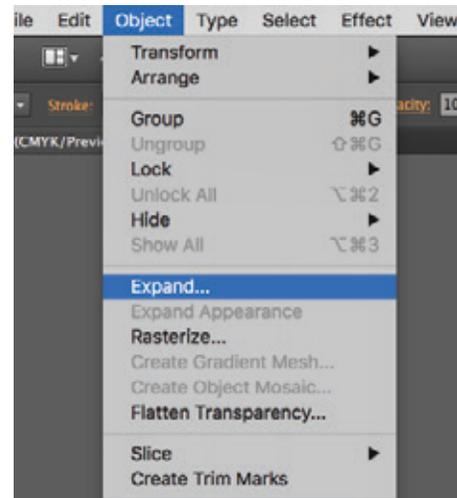
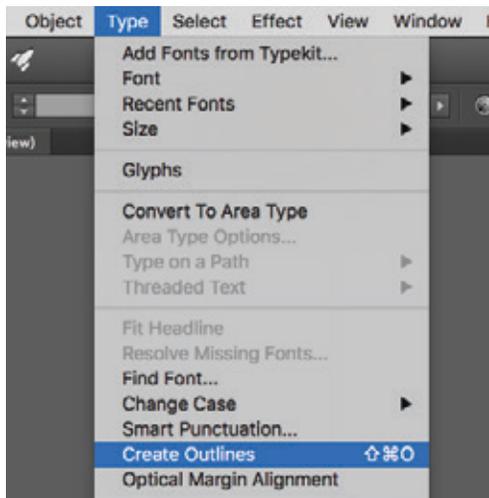
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## FONTS

Fonts can vary from one computer to other. When a font is missing, the computer replaces it with a generic font.

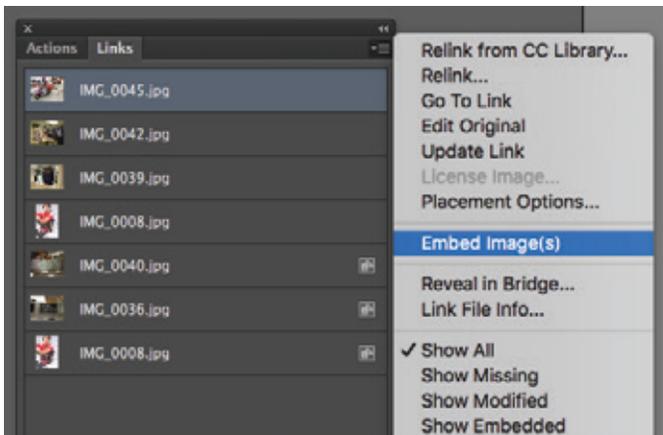
		
Original Font	Missing font converted	Outlined, embedded or converted to curves

To avoid the situation mentioned above, **you must convert all texts to outlines.**



## SAVING YOUR ARTWORK

Remember to always embed your images if you're saving your artwork as PDF format.



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## CHECK YOUR FINAL FILE

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After generating your final file, please review all the graphics and texts. Check carefully that the dimension is correct (1:1).



## ABOUT DIGITAL PROOFS

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- We will email a digital proof before beginning with production.
- It is your responsibility to check all texts (including spelling and grammar) and of course graphics/pictures.
- We'll be waiting for your approval in order to proceed with the job.
- We rely solely on your approval of the digital proof as definite acceptance of the project.