



DIRECT PRINT ARTWORK SPECIFICATIONS

Please also visit pages 206-208 for additional information.

Available on **ADHESIVE LABELS**, **GIFT CARDS**, and **LARGE SCISSORS**.

We must review and pre-approve all artwork, to ensure your order is suitable for the Direct Print process.

PRINTING METHOD Digital 4-color process that provides multi-color imprints with no registration movement and exceptional clarity on select products.

PROOFS Proofs are required and sent on all new Direct Print orders and reorders with changes.

COLOR PROFILE CMYK.

RESOLUTION 300 PPI minimum at maximum (100%) imprint size.

PROGRAMS and FORMATS WE ACCEPT

Any other file formats are not acceptable and may delay production.

ADOBE ILLUSTRATOR—Our Preferred Vector Art Program.

- Save as native Illustrator .ai file, or Illustrator Default PDF with the *Preserve Illustrator Editing Capabilities* box check-marked.

ADOBE PHOTOSHOP—Our Preferred Raster Art Program.

- Save files as native Photoshop .psd or layered TIFF with transparent background and/or only necessary layers.

FONTS and LINE RULES

MINIMUM SIZES: (See Font and Line size chart on page 208)
.25-point lines or rules.

6-point fonts. Thin serif font styles are not recommended.

FONTS—Please Convert To Outlines (Paths or Curves)

If we do not have the exact font you used, the text in your art will default to a less attractive font, changing the look of your design. Converting your fonts to outlines, paths, or curves eliminates this hazard.

IMPRINT COLORS

Color tints/shades/tones may fluctuate up to 5% within a print run or reorder. PMS color matching is not available.

A SPECIAL NOTE ABOUT OUR PRINTING PROCESS

Please email ArtInquiry@BagMakersInc.com to determine if your multi-color art will work with this process.

Use Direct Print to include your own personal message inside the cards!



GIFT CARD



ADHESIVE LABEL
4W x 2H



ADHESIVE LABEL
4W x 3¾H



ADHESIVE LABEL
8½W x 5H