



# Art Requirements -

**PLEASE USE IN CONJUNCTION WITH DESIGN GUIDELINES**

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## Digital Art:

Preferred Macintosh format.

PC / FREEHAND files to be saved as '**Vector Based**' .eps files.

Corel draw files to be saved as Illustrator .ai files

Files can be supplied on CD or on a 250MB Zip disk.™

E-mailed files to be no bigger than 15MB

Larger files can be compressed with DropStuff.™ or WINZIP

Please save fonts as outlines or supply appropriate font folders.

Include listed PMS colours of all logos intended for use - required for colour matching.

Four colour process art must include a hard copy colour proof.

Artwork must be set up at full size.

Spot colours must be listed or contained within the file.

## Preferred Programs:

**Adobe Illustrator®** (Version **CS** or lower) - save files as **.ai**

**Adobe Photoshop®** (Version **CS** or lower)

- layered .psd file at full size 300 PPI in RGB or CMYK. This easily allows reposition of art to the printing parameters and / or any colour correction work that your process artwork may require.

Please include a colour proof or printout for matching purposes.

If your artwork has been approved for position you may supply it as:

- vector based EPS OR pixel based EPS / Tiff ensuring that it is in CMYK 300 PPI at final size.

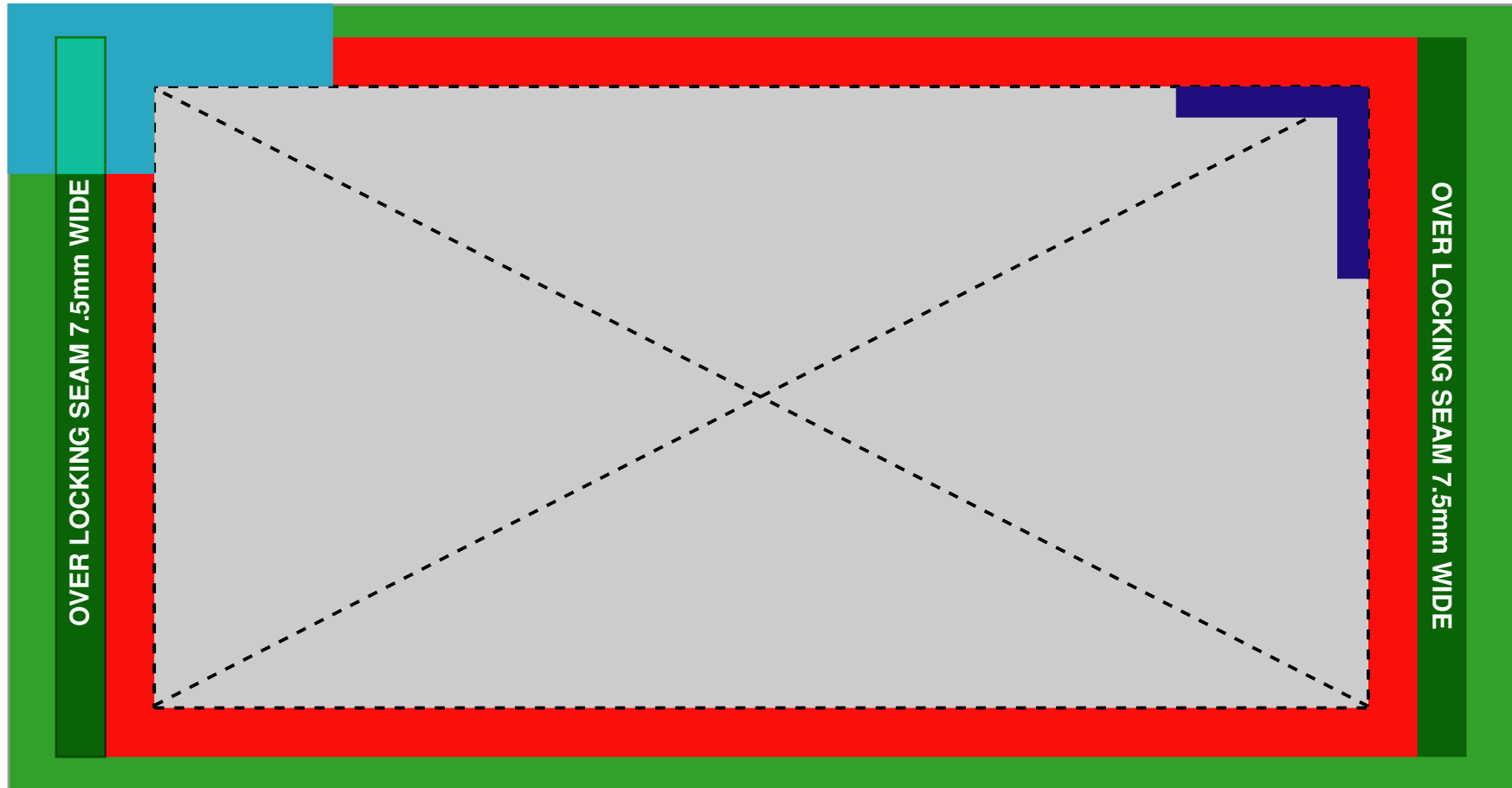
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# STUBBIE COOLER NEOPRENE - DESIGN GUIDELINES

**NOTE:** AS THE STUBBIE COOLER IS A SUBLIMATED PRODUCT THE IMAGE IS TRANSFERRED (IMAGE / FACE DOWN) UNDER EXTREMELY HIGH PRESSURE AND TEMPERATURE. MOVEMENT CAN OCCUR AND IMAGE POSITION WILL VARY SLIGHTLY IN THE MANUFACTURING PROCESS.

**BLEED** : 230mm W X 120mm H    **TRIM** : 200.5 mm W X 110 mm H    **TYPE** : 185.5mm W X 95mm H



**IF BORDERS ARE NECESSARY PLEASE ADHERE TO THE GUIDELINES BELOW AND NOTE THAT SIGNATURE MARKETING WILL NOT ACCEPT ANY LIABILITY / RESPONSIBILITY FOR THE IMAGE NOT BEING VISUALLY SQUARED TO THE EXTERNAL EDGES OF THE PRODUCT.**

**IN THE USE OF EXTERNAL BORDERS PLEASE ENSURE THAT (AS A MINIMUM ) THE INTERNAL EDGE BOUNDS THE TYPE AREA - 185.5mm X 95mm - EXTENDING TO THE FULL BLEED DIMENSIONS.**

**IN THE USE OF INTERNAL BORDERS PLEASE ENSURE THAT THE EXTERNAL EDGE DOES NOT EXCEED THE TYPE AREA. IF THE BORDER APPEARS AS A LIGHTER COLOUR OVER THE BACKGROUND COLOUR / IMAGE ENSURE THAT IT IS NO FINER THAN 8pt.**