



# DIRECT PRINT ARTWORK SPECIFICATIONS

Please also visit pages 192-194 for additional information.

Available on **ADHESIVE LABELS**, **GIFT CARDS** and **LARGE SCISSORS** featured on pages 82-83 and website.

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

**PRINTING METHOD** Cutting-edge digital 4-color process that provides multi-color imprints with no registration movement, exceptional clarity, and a generous imprint area.

**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:**  
.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](mailto: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