

# ART GUIDELINES

*Thank you for choosing House of Magnets as the supplier for your marketing magnets! To help us ensure a smooth production process, please review the following art guidelines:*

## ACCEPTED SOFTWARE

- **Illustrator CS4**
- **Photoshop CS4**
- **QuarkXPress 8**

(We accept InDesign files with all links and fonts provided, although we prefer them saved as eps images.)

## UNACCEPTABLE FILES/FORMATS

- **JPG, GIF, PNG files**
- **Publisher or Word files**
- **Faxed images**

## PRINT-READY ARTWORK REQUIREMENTS

### ILLUSTRATOR files:

- Convert all fonts to outline
- All linked images should be 300 dpi, CMYK and embedded into Illustrator document
- All colors should be CMYK (not RGB or Spot Colors)
- Document Raster Setting should be at 2400 ppi
- DO NOT USE TRANSPARENCY (e.g., to overlap images, colors, etc.)

### PHOTOSHOP files:

- All photo images should be a minimum of 300 dpi, EPS or TIFF format
- Line art or bitmap art should be a minimum of 600 dpi
- All colors should be CMYK (not RGB or Spot Colors)
- Photoshop EPS files need to be saved as "Binary"
- Photoshop TIFF files need to be saved as "Macintosh Byte Order" (do not select LZW compression)

### QUARK files:

- Provide all fonts
- All colors should be CMYK (not RGB or Spot Colors)

## FONTS

We prefer Macintosh Postscript fonts but can also accept True Type and Open Type fonts. Please provide all fonts used, including all printer and screen fonts.

## COLORS

We print in 4-color process (CMYK). RGB images will be converted to CMYK. If you require a specific color match for a logo, please make sure it is provided in CMYK and matches Pantone's Process Mix for that color. **WE ARE NOT RESPONSIBLE FOR COLOR SHIFTS DURING CONVERSION TO CMYK.**

NOTE: Some Pantone (PMS) colors do not separate to CMYK well. If the color match is critical, a separate "spot" PMS ink may be used at an additional cost.

## BLACKS

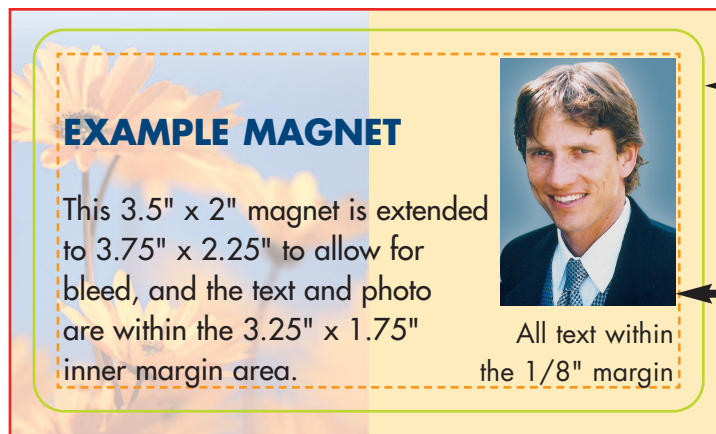
Please make any large "black" areas (in logos, backgrounds, bold headlines) a "rich" black of C40, M30, Y30, K100. Small text should only be K100.

## ACCEPTED MEDIA DELIVERY

CD-ROM or emailed art. Please include all files, support files and fonts needed on CD.

## SIZING and BLEED INFORMATION

Magnets can be designed in any size with straight edges or special die-cut shapes. All magnets **MUST** have a 1/8" bleed beyond the actual magnet trim size as well as a 1/8" inside margin. Important text or graphics cannot extend beyond the inside margin. Please include crop marks set at your desired trim size or, if using a special shape, show the die cut as a 5th spot color labeled as "die cut."



**↑ OUTSIDE BLEED:** (Shown as the red line.)  
The design is **REQUIRED** to "bleed" or extend 1/8" on ALL SIDES, past the actual edge of the printed piece.

**← DIE CUT:**  
(Shown as the green line.)  
This is the actual size of the magnet.

**← INSIDE MARGIN:**  
(Shown as the orange line.)  
Leave a 1/8" inside margin **ON ALL SIDES**. All text, photos or graphics that should not be cut off cannot extend past this margin.