

ARTWORK GUIDELINES - Featuring Sm@rt Codes!

The Magna-Tel® Line supports the Sm@rt Codes Program to improve artwork readiness. We accept and encourage artwork prepared to meet these standards.

Sm@rt Codes are located on each of our catalog pages for each product we produce to convey the artwork requirements for that particular product and imprint process. Sm@rt Codes are not a substitute for reading our general artwork and imprinting information such as software programs, imprint areas, printing processes or business policies. For more information on Sm@rt Codes, please visit www.smart-artwork.org.



Vector-only image files in spot color



Vector-only image files in CMYK color



Raster image file with 300 dpi minimum resolution in CMYK color

Our products are printed using two methods.... spot color printed and process color printed. The Factory reserves the right to print certain products using either of these methods depending on lead-time, product, and quantity. If a specific printing method is preferred, please indicate this on your purchase order. The Factory will honor this request if at all possible.

ACCEPTED SOFTWARE PROGRAMS:

PREFERRED: Adobe® Illustrator® - Save files in AI, EPS, or PDF format with all text turned to outline. Artwork created in any other program will be imported into Illustrator®. Please prepare your files accordingly.

Also accepted: **Photoshop®** - Save files in TIFF, PSD or EPS formats, **300 dpi** or higher, and **Quark XPress™** - Version 3.0 or higher. **SAVE FILES AS EPS OR EXPORT AS A PDF with all text turned to outline** ("text to box").

Note: If the text contained in an art file requires editing, the actual font must be submitted with the art file.

GENERAL GUIDELINES:

- Minimum Type Size: 6 pt. (Ex. xxxx) - Avoid using fine serif fonts.
- Minimum Line Thickness: .5 pt. _____, 1 pt. on reverse copy or art _____.
- Where imprint colors meet, a minimum of 1 pt. of overlap is required.
- Borders/Margins/Bleeds: A 1/8" margin is required from the edge of the product on most products. Magnetic Signs require a minimum of 1/4" margin. Bleeds also require a 1/8" margin past the die cut edge of the product.

SPOT COLOR PRINTING SPECIFICATIONS:

- Screen Tints should have a 30% minimum to 70% maximum tint utilizing 85 line screen at 100% print size.
- **Text cannot print as a screen. Solid text should not be printed over a screen of the same color. White text is not legible with a screened area behind it.**
- **Screen tints are not possible using metallic inks.**
- **Screen Tints are not guaranteed by the Factory - we suggest you order a process color product if screen tints are required.**
- Art with screens must be supplied on computer disk or e-mail.
- We can resize artwork to fit the desired layout/shape if requested/authorized to do so. Art charges may apply.
- **Gradient Screens and Halftones are not available.**
- When overprinting one (1) color on top of another, appearance of the colors will change.

PROCESS COLOR PRINTING SPECIFICATIONS:

- We **REQUIRE** electronic artwork to be supplied on disk or e-mail to meet Factory specifications.
- If electronic artwork is not supplied as requested, art charges may apply.
- All colors, type and images submitted for process color orders must be in (CMYK) mode. If not, a press proof will be required.
- We cannot guarantee exact PMS color matches, but we will match as closely as possible. **A color copy of the art or color printed sample is required to produce a process color order. If not provided, Factory will not be liable for matching to unknown color expectations.**
- **A press proof or production sample is highly recommended.**
- **A press proof \$35.00 C (19996), will be required on all process color orders when a color proof or a previously printed sample is not provided with the order.**
- Screen Tints and Halftones are available.

ART CHARGES:

- See product page and the Additional Charges Schedule on page 85 to determine if specific art charges apply. If not noted, \$75.00 C (195QA) per hour art charge will apply.
- When Factory is directed to use artwork "as is," we WILL NOT be responsible

for any "clean-up" or "rework" and a signed waiver will be required. Factory reserves the right to accept or reject submitted artwork.

- **Stock Borders:** Business Cards - Stock Graphics are shown on page 39. In addition, you may select any one of the three (3) borders shown below at no charge:



- Please refer to pages 85-88 for General Information regarding art charges and availability of Proofs and Production Samples.
- **There is no charge for typesetting 10 lines or less on products as noted; however, an art charge will apply to any product requiring additional typesetting.**
- Artwork, type, tapes, disks, dies, sketches, prep-work and any other items supplied by us shall remain our exclusive property, unless otherwise agreed to in writing.

ELECTRONIC ARTWORK REQUIREMENTS:

Accepted Media Storage: Macintosh formatted CD-ROM, Zip 100 and 250, and e-mail (file size permitting).

Sending your Artwork: art@magna-tel.net

- All files should be compressed using Stuffit or WinZip (to protect files from corruption).
- When e-mailing revised artwork, please mark it as **REVISED**.
- The subject line of e-mail **MUST** include your distributor company name and the purchase order number associated with the artwork.
- The body of e-mail **MUST** include the number of files attached, file name(s), file description(s), product number/description and number of imprint colors. **The print method (spot color or process color) should also be indicated.** Please include your company name and contact information at the end of your e-mail.
- The purchase order must include a copy of the e-mailed artwork and show color separations and layout. Factory will not be liable when conflicts occur during transmission that change the artwork. **Please indicate artwork was sent via e-mail.**
- An automatic reply will be sent upon receipt of your e-mail. This reply does NOT mean that your artwork is usable. If you do not receive an automatic reply, we did not receive your e-mailed artwork. Factory will notify you by return e-mail if there are any problems associated with your submitted artwork.

If any of the above artwork requirements are not possible, please submit camera-ready, black and white color separated artwork that is clean, sharp, clear and 100% to size. For detailed images, an enlarged 200% copy should be provided. Remember, the quality of the artwork you submit will determine the quality of the product we are able to produce for you.

Mailing Your Artwork:

- Please send the following information with your disk:
- Company name, purchase order number and contact information.
 - Include a printed copy of the artwork and any special instructions.
 - Color Separations and Composite Laser Proofs **are required**. This confirms what is included on the disk and ensures that all files print correctly.
 - Include the directory/electronic file sheet showing the file(s) on the disk (all files used in creating your document **MUST** be included).
 - **A COLOR COPY OF ART FOR REFERENCE IS REQUIRED! If not provided, additional charges and lead-time will apply.**
 - **Always keep a copy of the file(s) on a disk. DO NOT send the Factory your only copy!**

Web Submission of Your Artwork:

Send artwork files directly to the Factory (avoid e-mail size limits and other problems) using the Magna-Tel Line FTP website at: upload.magna-tel.net.

ART APPEARANCE:

Factory is not responsible for detecting errors in customer supplied art/copy. Factory assumes no liability for how the art or imprint "appears" on a product unless a production sample has been requested and approved.

ART COMPLIANCE:

Factory assumes no liability for trademark and copyright infringements on customer supplied artwork. Material submitted is assumed to be in compliance with all applicable laws. Distributor agrees to hold harmless and defend the Factory against all costs and expenses as a result of any legal action including reasonable attorney fees.

To view our products, download templates, or save products as pdf files, please visit us at www.magna-tel.com!