



CUSTOM PRINTED TAPE ARTWORK GUIDELINES

WHAT FILE TYPES ARE ACCEPTABLE?

Files from vector programs are Adobe Illustrator, In-Design, and Corel Draw.

- Convert the entire file contents to curves/outlines.
- Please save as .AI, .EPS, or .PDF so the file is acceptable.

WHAT FILE TYPES ARE **NOT** ACCEPTABLE?

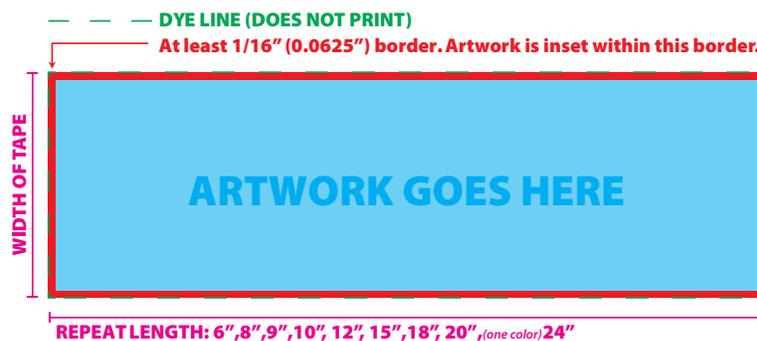
All **Photoshop** files and files saved from a Photoshop file (*ie: JPG, PNG, TIFF, etc.*), generally speaking, are not acceptable files.

If needed, we can re-create your artwork for a fee. We will re-draw your artwork based on the following:

1. Send us a purchase order that includes the artwork fees.
 - a. Fees are based on the time it takes us to re-create the logo.
 - b. Have us print as is. A basic outline of your logo will be created. The better resolution of the photo provided, the better quality of outline, however we can not be held responsible for **any** flaws if the file is not in vector format.
2. If an order is cancelled after any artwork has been created, the artwork charges still apply.

REPEAT LENGTHS & TAPE TERMINOLOGY

There are a wide variety of repeat lengths listed below. When designing artwork, it should fit the dimensions. However, every artwork is different and can be discussed with sales representatives and designers as needed should there be a need for clarification.

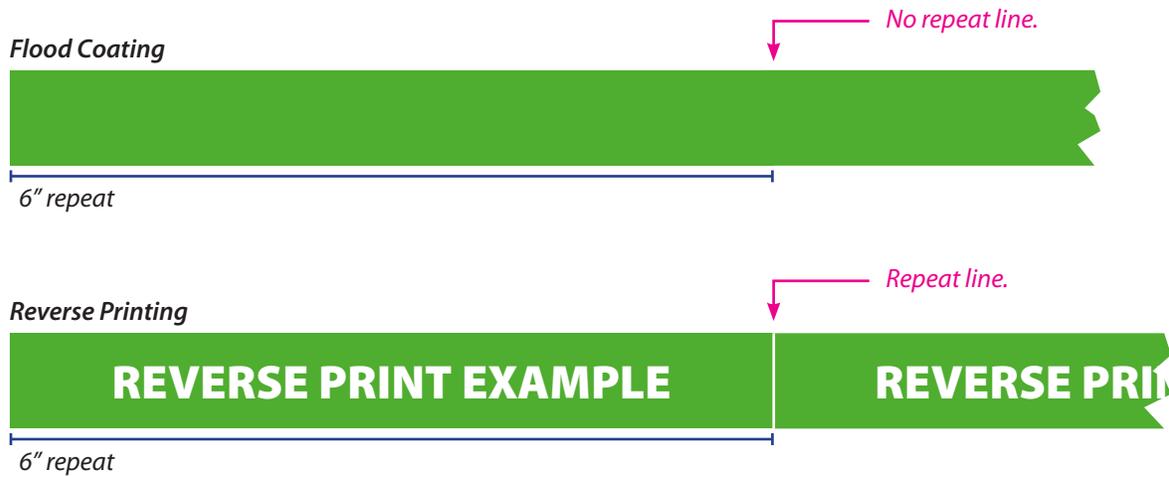


FLOOD COATING vs. REVERSE PRINTING

The term flood coating is typically used to create a special tape color. If more than one color is used during this process, the darker color can generally be printed on top without any complications.

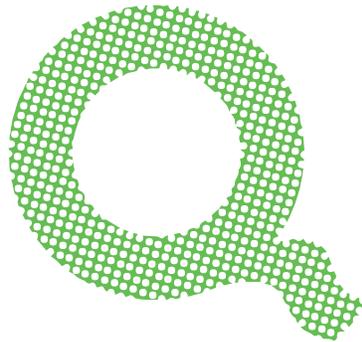
Reverse printing is a process done where a darker color needs to be shown as a background color. The plate that has imaging knocked out of it creates a repeat line from being wrapped around the cylinder.

For either of these printing processes, there is a surcharge due to the ink coverage on the tape being greater than 75%.



SCREENS

The goal of a screen is to reduce the number of colors that are used within the artwork. Multiple visual effects can be achieved with different screens. The original color is organized into specialized dot patterns on the plate in order to create the desired graphic.



Screen Sample