

# MADEINHAWAII808.COM

# ART SPECIFICATIONS

## GUIDELINES FOR SUBMITTING ARTWORK

### Accepted Formats

- \*Black & White camera ready art
- \*Four-color process and continuous-tone images with 300 dpi at actual size
- \*All fonts (printer and screen) must be included with your file or all text should be converted to outlines or curves.
- \*Software Applications Files saved in any of the following applications are acceptable: (pc compatible format)
- \*Photoshop version CS and below
- \*Freehand version MX and below
- \*Illustrator version CS and below
- \*Vector art (eps, ai, fh, 10, cdr, ps.)
- \*rasterize image, .tif, jpeg 300 dpi,
- \*Customers will assume complete responsibility to obtain permission for reproduction of logos, patents, trademarks and copyrights. By agreeing to print any submitted artwork, Made In Hawaii will not be held liable under any circumstances

### Imprint Colors

Imprint colors must be carefully chosen. We recommend that you choose light color inks to be printed onto dark color items, as this provides more contrast than a dark colored imprint on a dark colored item or a light colored imprint on a light colored item.

### Imprint Size

Due to "finite" imprint areas, we reserve the right to resize your logo (imprint instructions) in order to fit it into the imprint area of the item ordered; regardless of what size you submit your imprint instructions or logo. However, if you specify that you want the imprint to be the same size as the submitted artwork/logo, (providing you request this imprint size on the order form as well as on the artwork canvas itself) we will comply, providing it does not exceed the maximum imprint size of the item ordered. For example, if your logo is 1' x 1' (the size of a quarter), and you order a one color imprint on 11oz mugs, normally we would enlarge the logo to the maximum imprint size of that process on that mug. (In this case 2.75" x 2.75"). However, if you request that we print your logo 3.5" x 3.5", we will be unable to comply with your request, as that exceeds our maximum imprint size on that particular mug. Another example is if you request a 2" x 2" logo, and your imprint is rectangular in size, we will not be able to print the logo as you request.

### Defaulted Font and Imprint Color

**In the event you fail to provide us with your**

**1) FONT choice or**

**2) IMPRINT COLOR choice, we reserve the right to use Arial font for our default font, and BLACK color imprint for our default imprint color.**

**1** Please send your imprint instructions to us immediately. If you are emailing it to the art department, please put the name and order number on the subject line. We will not accept any responsibility for delays in processing any order if we do not receive the artwork in a timely manner.

**2** We require "camera ready" high resolution artwork so as to meet production timelines. Although we clean up and retouch any artwork/logo received in order to make it print worthy, if you do not provide clean, high-resolution, camera-ready artwork, we will not be responsible for the resulting poor imprint quality. Note that the added work involved in cleaning up any artwork will also add to production time, which may eventually delay the order. We will not accept responsibility for the delayed production on an order when the imprint provided is of poor quality.

**3** Uploading Artwork / Using The Upload Art Form. Our Upload Art feature allows you to upload your own logo/text. Please tell us the 'specific' imprint area(s) & imprint color(s) for your order. Our art department will resize the entire imprint you submit in order to "fit" it into the actual imprint area of the item(s) you are ordering. Please make sure your files have been uploaded successfully to ensure that we receive your artwork/logo.

Mahalo

