

..... PREPARING ART FOR WHIRLEY-DRINKWORKS!

HEAT TRANSFER LABELS (FULL COLOR PROCESS PRINTING)



Heat Transfer Labels are normally printed in full color although spot colors can be used depending on the art and printing plate requirements. Minimum quantities required. Additional fees apply.

Layered Photoshop files are preferred. If using spot colors, make sure the Pantone color and location is specified clearly in the art file. Send only high resolution files (min 300 DPI). Low resolution files will result in a poor imprint. Resaving low resolution originals as high resolution does not improve the quality of the image. The original image must be at 300 dpi or higher. **INCLUDE ALL SUPPORT FILES.**

Vector Files using blends, drop shadows and transparencies are acceptable for this print method.

LICENSED ART AND CORPORATE LOGOS:

Be certain to designate appropriate legal marks (©, ®, TM, SM, etc). We work closely with many major corporations and licensed properties and must adhere to specifications relating to each. We will recommend appropriate changes to your art to meet requirements that we are aware of. You must provide appropriate art/logos for licensed characters and images. Please send appropriate release documentation when using artwork owned by others. In some instances (i.e. when co-branding your art) we may require a release stating "rights of use" (models, landmarks, property, etc).

UPC CODES:

When placing UPC codes in your art, be sure that the lines run horizontally. Most print methods will have some distortion left to right so bar codes placed with lines positioned vertically may become unreadable. Minimum reduction of bar code size is 75%. Avoid truncating barcodes for best results. Use dark colors for best results.

CORRECT



(100% Horizontal)

INCORRECT



(Truncated Horizontal)

INCORRECT



(100% Vertical)

QUESTIONS? Call: 1-800-825-5575

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