

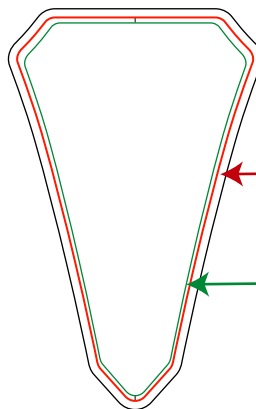
# ..... PREPARING ART FOR WHIRLEY-DRINKWORKS! .....

## ADHESIVE LABELS ( FULL COLOR PROCESS PRINTING )



**Layered Photoshop** files are preferred. 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.

**Full Color Vector** artwork including blends, drop shadows and transparencies is also acceptable.



**INCLUDE ALL SUPPORT FILES.**

**BE SURE TO INCLUDE A 1/8" BLEED AREA EXTENDING OUT FROM YOUR ARTWORK.**

Note: Red line indicates cut line. Black outer line indicates bleed area for printing.

Note: Green line indicates 1/16" safe area. Keep important art away from cut line.

## 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).

QUESTIONS? Call: 1-800-825-5575

E-mail: [artdepartment@whirleydrinkworks.com](mailto:artdepartment@whirleydrinkworks.com)

General Art: ext. 1348 • Process Print: ext. 1301 • Web site: [www.whirleydrinkworks.com](http://www.whirleydrinkworks.com)

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