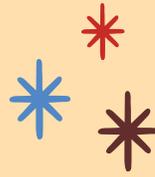


# Art Requirements for CHOCOLATE ITEMS



SEND US  
YOUR ART!



## ART SUBMISSION

When you send us your art make sure to include your company name! If you do not use one of our templates, let us know what product you are sending art for (chocolate, printed item, hammer). Make sure to follow our file type preferences as outlined in the guidelines below.

### DO'S

**Vector** This file format is required for chocolate.

**Fonts** "Create outlines" on all fonts.

**Embed Images** Embed your images instead of linking them. Linked images will not work and disappear when emailed.



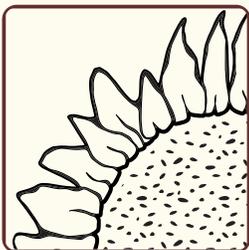
There are 2  
types of art files:  
**VECTOR AND RASTER**

### VECTOR ART

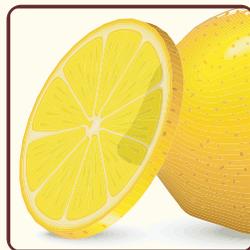
We need vector art in order to make custom chocolate. The following are some helpful tips for determining which file types are vector.

Vector art will look clean and crisp at any size - zoom in or out. It can look simple or very complex and can sometimes look very realistic.

.ai, .eps, .svg, and .pdf files are commonly used for vector images, though they can also contain raster images. Make sure all fonts are converted to objects / outlines.



Vector Art - black & white



Vector Art - color

### RASTER ART

We cannot use raster art for making custom chocolate.

This kind of art can look and print clean and crisp, but only if it is sized appropriately. If you zoom in further than the image is sized for, it will look blurry, chunky or "pixelated". If the image is printed larger than it is sized for, it will print blurry. Photographs are always raster images.

.jpg, .png, .bmp, .gif files are always raster images. We can convert raster images into vector for a fee. Ask your Account Executive for details.



Raster Art - zoomed out



Raster Art - zoomed in

## QUESTIONS?

Have questions? Or perhaps you're not sure whether or not you have the correct file type? We'll be sure to help you get any of your questions or concerns sorted out!



# Art Requirements for CHOCOLATE PRINT ITEMS

## ART SUBMISSION

When you send us your art make sure to include your company name! If you do not use one of our templates, let us know what product you are sending art for (chocolate, printed item, hammer). Make sure to follow our file type preferences as outlined in the guidelines below.

## THINGS TO KEEP IN MIND

Our premium white chocolate, with its natural cream-colored finish, provides an excellent canvas for printing the artwork of your choice. We use food-grade edible dyes to reproduce your design. Due to the chocolate's natural color, its hue may subtly show through the printed ink layer. Our printer offers a wide color range, and to achieve your desired results, our in-house art team conducts extensive testing to ensure colors print as accurately as possible. While not all imagery will reproduce perfectly true to color, this testing allows us to achieve close or, in many cases, spot-on results. Some color variation from print to print is expected, as this is typical with edible inks.



There are 2  
types of art files:  
**VECTOR AND RASTER**

**WE CAN  
USE BOTH!**



## VECTOR ART

Vector art is the easiest to work with and often produces the best chocolate print quality. Adjusting colors on vector art very simple. It can look simple or very complex and can sometimes look very realistic. .ai, .eps, .svg, and .pdf files are commonly used for vector images, though they can also contain raster images. Make sure all fonts are converted to objects / outlines.

## RASTER ART

Raster images are size and resolution dependant. If you zoom in further than the image is sized for, it will look blurry, chunky or "pixelated". If the image is printed larger than it is sized for, it will print blurry. Photographs are always raster images. Make sure your image looks clear on your monitor when viewed at 100% with a resolution of 300dpi or higher. When you save art, if you are given a choice, save it at the highest possible quality. If images do not meet these specifications this will be marked as so on your art proof(s).



**A**

You can compare these two images. Image A is much higher quality than image B. But even image A has a size limit. Zoom way in and you will see it become blurry or pixelated just like image B.

**B**



## FILE TYPES

For chocolate printed products art can be raster or vector. We prefer .jpg, psd, .ai, .eps, .tif or high quality .pdf files.

## QUESTIONS?

Have questions? Or perhaps you're not sure whether or not you have the correct file type? We'll be sure to help you get any of your questions or concerns sorted out!



# Art Requirements for PRINTED ITEMS

## ART SUBMISSION

When you send us your art make sure to include your company name! If you do not use one of our templates, let us know what product you are sending art for (chocolate, printed item, hammer). Make sure to follow our file type preferences as outlined in the guidelines below.



There are 2  
types of art files:  
**VECTOR AND RASTER**

**WE CAN  
USE BOTH!**



## VECTOR ART

Vector art is the easiest to work with and often produces the best print quality. Vector art will look clean and crisp at any size - zoom in or out. It can look simple or very complex and can sometimes look very realistic. **.ai**, **.eps**, **.svg**, and **.pdf** files are commonly used for vector images, though they can also contain raster images. Make sure all fonts are converted to objects / outlines.

## RASTER ART

Raster images are size and resolution dependent. If you zoom in further than the image is sized for, it will look blurry, chunky or "pixelated". If the image is printed larger than it is sized for, it will print blurry. Photographs are always raster images. Make sure your image looks clear on your monitor when viewed at 100% with a resolution of 300dpi or higher. When you save art, if you are given a choice, save it at the highest possible quality. If images do not meet these specifications this will be marked as so on your art proof(s).



**A**

You can compare these two images. Image A is much higher quality than image B. But even image A has a size limit. Zoom way in and you will see it become blurry or pixelated just like image B.

**B**



## FILE TYPES

For printed products art can be raster or vector. We prefer **.jpg**, **psd**, **.ai**, **.eps**, **.tif** or high quality **.pdf** files. We can accept **.png** and **.svg**. We can accept **.indd** files, but, as with all other formats, all fonts must be converted to outlines. When using **.indd** as a file type, images should be embedded or included as separate files.

**For the best results** Make sure your images are embedded, linked images will disappear over email. Supply specific CMYK builds or PMS colors whenever possible. We print all of our packaging in CMYK. Supply layered files when relevant, elements in images are not directly editable.

