

# HOW TO SUBMIT ARTWORK

Please submit artwork to: [info@thewildside.com](mailto:info@thewildside.com)

## ACCEPTABLE FILE FORMATS

Vector art is preferred saved as a **.EPS**, **.PDF**, & **.AI** file. Raster art such as a **.PSD** & **.TIFF** must be at least 300 pixels per inch @ full size.

Preferably with layers intact (non-merged, if applicable)

## CREATING PROOFS

For visual reference, save a copy of your artwork as a **.JPG** or **.PDF** displayed on a contrasting, non-printing color.

## ARTWORK SIZE

Create artwork to the exact size you want to be printed; confirm dimensions.

## CONVERT FONTS

Convert fonts to Curves or Outlines. If fonts are "live" or editable, please supply font (prevents display or printing issues)

**-Illustrator:** Type > Create Outlines

**-Corel Draw:** Arrange > Convert to Curves

## REVIEW FINE DETAILS

To ensure the fine details of your artwork prints clearly, make sure the smallest areas meet the minimum thickness;

- **Spot color** 1 point / 0.0139 in.
- **4-Color process/darkside** 1 point / 0.0139 in.
- **NEON colors** 5 points / 0.0694 in.
- **Negative space** 2 points / 0.0278 in.

Non-Printing / Negative space examples

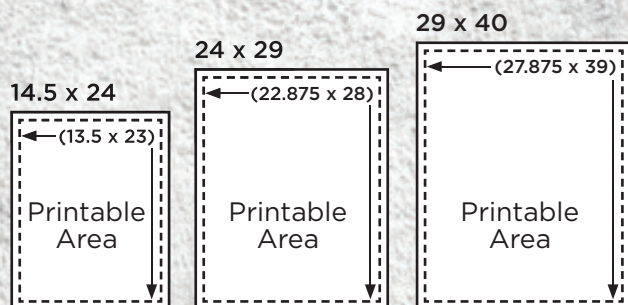


## ARTBOARD / SHEET SIZE & MARGINS

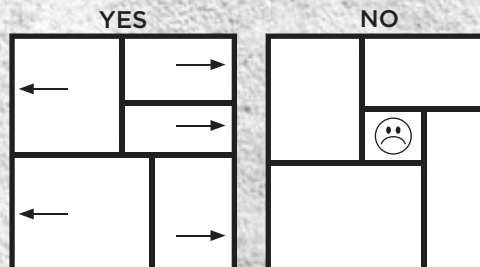
Designs are laid out on sheets in rectangular image areas.

If we cut, there must be 0.625 inches. For cuts by hand, minimum 0.33 inches.

When submitting full artboards, cuts must be from edge to edge



### CUTTING EXAMPLES





# stock pantone colors

custom color matching available \$25 per color. \*non-opaque colors

					
tat yellow* <b>pms 7402u</b>	flesh* <b>pms 474c</b>	tat brown* <b>pms 1395u</b>	super spice brown <b>pms 4715c</b>	perry gray <b>pms 430c</b>	dark gray <b>pms cool gray 11</b>
					
lemon yellow* <b>pms 107c</b>	super light gold* <b>pms 137c</b>	dolphin orange* <b>pms 165c</b>	super red <b>pms 1795c</b>	super drake red* <b>pms 200c</b>	bright scarlet red <b>pms 187c</b>
					
perry pink <b>pms 204c</b>	pink* <b>pms 232c</b>	cerise* <b>pms 675c</b>	super fuchsia* <b>pms 228c</b>	maroon <b>pms 195c</b>	chocolate <b>pms 731c</b>
					
light blue* <b>pms 291c</b>	cyan hs <b>pms 2925c</b>	violet* <b>pms 2665c</b>	super royal blue <b>pms 7686c</b>	purple <b>pms 2685c</b>	navy <b>pms 289c</b>
					
tat blue <b>pms 638u</b>	super turquoise <b>pms 7710c</b>	tat green <b>pms 577u</b>	lime green* <b>pms 360c</b>	super spring green <b>pms 2257c</b>	dallas green <b>pms 349c</b>
					
black	super white	fine silver metallic silver	fine gold metallic gold	<b>WildSide</b> www.thewildside.com	

This chart is intended as a reference guide only. PANTONE® Color simulations displayed here may not exactly match PANTONE®-identified color standards. Use official PANTONE® printed materials or official PANTONE® software for most accurate color.

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