Art Requirements for CHOCOLATE ITEMS

When you send us your art make sure to include your company name!

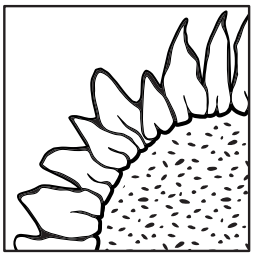
If you do not use our template, let us know what type of item you are sending art for (chocolate, printed item, hot stamped item...)

There are 2 types of art files: raster and vector. We need vector art in order to make custom chocolate. The following are some helpful tips for determining which file types you have and which ones to send to us:

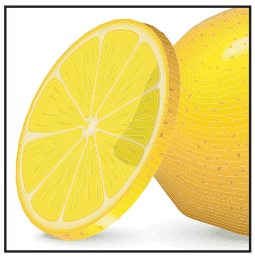
VECTOR ART usually looks clean and crisp at any size - zoom in or out. It can look simple or very complex and can sometimes look very realistic. It can be in color or black and white.

ai, eps, and **pdf** files are commonly used for vector images, though they can also contain raster images.

Make sure all fonts are converted to objects. See below for details on converting fonts in common vector applications.



vector art - black and white



vector art - color

IMPORTANT: We cannot use raster art for making custom chocolate.

RASTER 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.**

We cannot use raster art for making custom chocolate.
jpg, png, bmp and **gif** files are always raster images.

raster art

raster art - zoomed in

We can convert raster images into vector for a fee. Make sure all images are embedded. Ask your Account Representative for details.

If you don't have the right file type, ask one of the people listed below. It could be as easy as an email for them to send a vector art file to you. Ask your:

- printer (whoever printed your business card, letterhead, brochures...)
- IT person
- logo designer
- webmaster (they live in the raster art world, but might have your logo in vector)

Applications and Files Types

All artwork should be PC-formatted and compatible with Adobe Illustrator.

ILLUSTRATOR: "Create outlines" on all fonts. .ai and .eps are acceptable file formats. Embed images - linked images won't work

FREEHAND: All fonts must "convert to paths". .eps is the acceptable file format. Embed images - linked images won't work

COREL DRAW: Change all fonts to "curves". ai is the only acceptable file format. Embed images - linked images won't work

PHOTOSHOP: **.tif, .jpg, .psd, .gif** or **.bmp** files are not accepted for making chocolate molds. Art services are available to convert these files types to vector. Please contact your sales rep for more information.

2”x 3” CUSTOM CHOCOLATE SHAPE

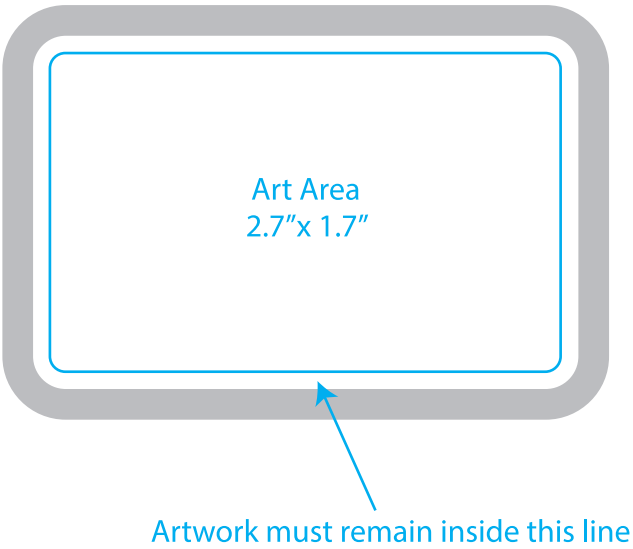
Art must be VECTOR.
White art is surface level. Black art is engraved.

In order for your art to show well in chocolate:

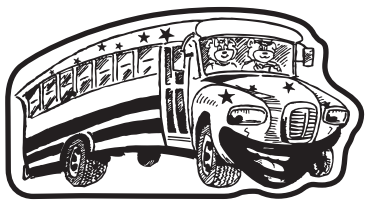
Fonts should be at least 12pt

Lines and details, and spaces in between lines and details should be at least a 1pt thickness and prominent lines should be thicker.

Convert all fonts to objects



ART TIPS FOR CUSTOM SHAPES

Here are a few tips for creating a strong shape that won’t break during shipping or production.

- Avoid sharp corners and indentations.
- Every part of the shape MUST be at least 1.5 inches wide.
- It works best to include at least two straight solid sides.
- Here are some examples: