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## SAMO MEDIA ART GUIDELINES

We're very excited you've decided to work with SAMO media and are eager to get started. Before you submit the art for your project, please take a minute to review the below guidelines to ensure that your art will be technically sound and ready for print. All SAMO media projects receive an Art Check and Digital Proof to ensure that the below guidelines have been adhered to. If a client has received this sheet and an art check finds that the art is still not technically sound, the client may be subject to an additional art check as well as the fee for that service (\$60.00CDN)

## TEMPLATES

Templates help us make sure your art prints correctly. Please use only SAMO templates for your project as they are specifically set to our manufacturing specifications. It is important to acknowledge and adhere to all markings and guidelines on the template, particularly the text safety and bleed lines. Keep all important text away from the edges, and extend all background colour and imagery past the cut line. Always keep the template on separate layer from your art, and if saving art as a PDF, please preserve editing capabilities. Please contact your sales rep for more details.

## COLOURS

We print using several different techniques, depending on the format. CD labels are silk screened, Jackets and sleeves are generally digitally printed, and some are offset print. Please contact your sales rep to ensure you're designing according to the correct format. For CD labels (the surface of the disc) that are less than full colour, please keep each colour on a separate layer and spotted with a pantone colour value. For offset printed material (5" Square gatefold jacket), please keep each colour on a separate layer and spotted with a pantone colour value. Most other packaging types are printed digitally and can be designed normally.

## FONTS/IMAGES:

Please make sure that all fonts are outlined and all images are embedded. We'd prefer to receive files printready, which requires that all linked images be embedded (rather than included) and all text outlined (rather than rasterized or included). Keep images used at a resolution of at least 300 dpi. This is requested to ensure the best print output.

## BARCODES:

If you require a UPC Barcode, SAMO Media can supply this and apply it to your art for you. Please ask your rep. The registered barcode is \$40 for sale, and placing that barcode onto your art can be done as part of SAMO's standard art check (no extra charge). Clients are also welcome to receive the barcode and place it on their art before submission of files.

## A NOTE TO ADOBE (ILLUSTRATOR, PHOTOSHOP, INDESIGN, ETC) USERS:

Our templates are Printable Document Files (PDFs) that have been designed in Adobe Illustrator. As such, these templates will work easily with all Adobe and most image editing programs. For users who are not using Illustrator, please note that you will have to create a layer separate from the template for your art. Please keep all art on one layer, and the template on another.

## SUBMITTED FORMATS:

We prefer to receive all files in two formats: PDF and NATIVE (eps, psd, ai, etc). The Native files are used in case any adjustments need to be made by SAMO to make the art fit to print. Changes by SAMO will always be small and non-cosmetic in nature, and the client will approve digital proofs before anything is printed. If art is not fit to print, the client is always welcome to make the changes themselves. If you have any questions whatsoever, please do not hesitate to contact your sales rep.

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## CHECKLIST!

- SAMO Templates used
- All images at least 300 dpi, and embedded, not linked.
- All fonts outlined
- Art and template are on separate layers and colours are spotted or colour values associated correctly
- UPC/Barcode placed if necessary
- PDF and native editing versions saved down and uploaded to the SAMO FTP (ftp.rubberfactory.ca) user: samo, pass: 87wade
- Please contact your rep to let them know the art has been submitted for review
- Await proofs and approve them if they are correct.