

MERCHANDISE

Artwork Specifications

This document contains the design specifications required for all merchandise jobs.

If you choose to supply us with designed and final artwork, it is important to note that **we will print AS IS**. In some cases, our staff may flag artwork that clearly does not meet specifications and will print unprofessionally. In those cases, we may offer you the option of resubmitting the artwork for \$30, or printing AS IS.

If any specs described below are unclear or unknown to you or your designer, we strongly recommend that you purchase a \$60 filecheck. Our designer then comprehensively reviews your artwork, verifies the specs and communicates with you about required or recommended changes. You also receive an email proof of the final pre-press document for your approval.

If you'd rather just supply parts, like logos, photos, lyrics and describe what you want, you may be best to simply hire us to design it for you.

IMAGE QUALITY

All images and files must be at least 300dpi at actual size.

Embed all images (no links).

Vector artwork is preferred for best quality.

FORMAT

Programs: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat.

File Type: EPS, AI, PSD, TIFF, PDF (JPG, BMP, PNG are also accepted but not preferred).

FONTS

To avoid font issues, outline all fonts.

COLOUR

All merch is printed in full colour. Ensure your artwork is set up in CMYK.

Blacks should be converted to rich black for best results.

BLEEDS

Sticker/Banner/Poster: artwork does not require bleeds.

Drum head: please include bleeds as indicated in the corresponding template.

TEXT SAFETY

Sticker/Poster: Keep important text and logos 0.125" from the edge.

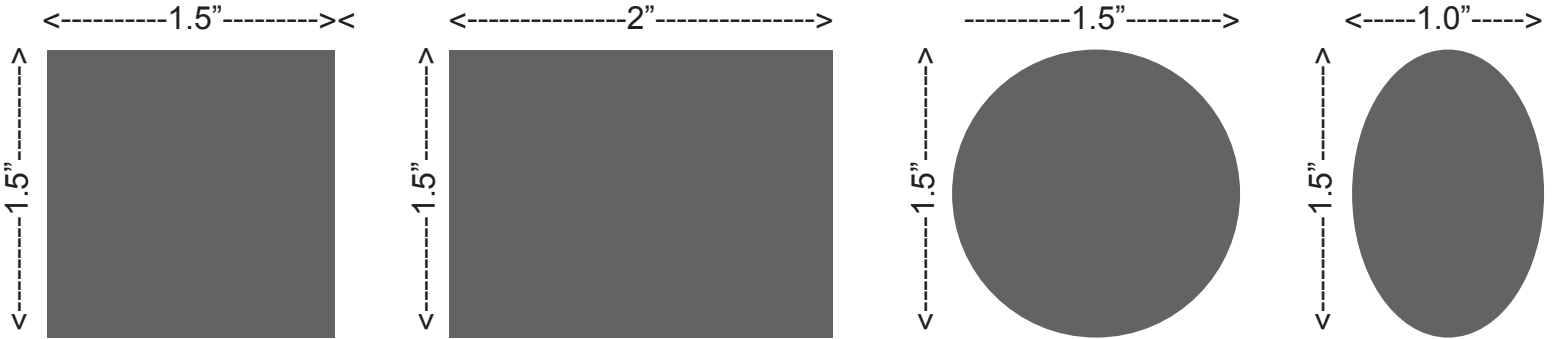
Banner: Keep important text and logos at least 2" from the edge, especially if getting grommets.

Drum Head: Keep important text and logos 1" from the visible face area.

STICKERS

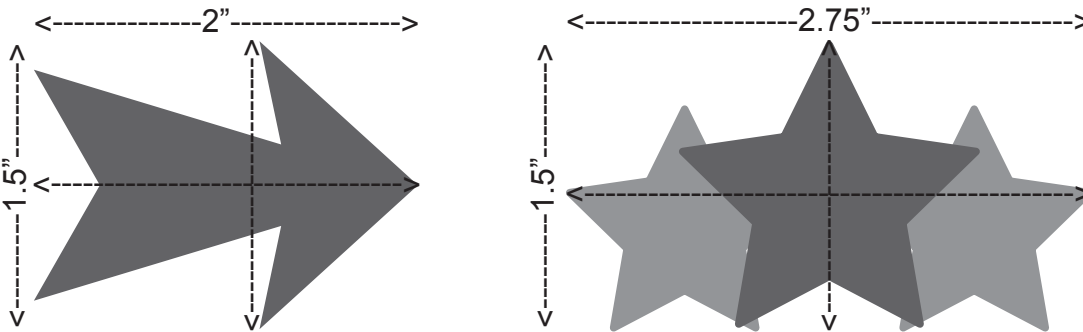
BASIC SHAPES

The dimensions of the artwork MUST be the size you ordered.



CUSTOM SHAPES

The tallest and widest part of your shape MUST be the size you ordered.



CUSTOM CUT STICKERS
a sticker that is cut to the shape of the artwork.

KISS CUTS

As well as following the guidelines above, for kiss cuts please indicate the sticker shape from the backing shape by putting each of a separate layer and naming the layers accordingly ('STICKER' and 'BACKING').



KISS CUT STICKERS
a kiss cut sticker is very similar to a custom cut sticker. However, the main difference is the sticker backing isn't cut to the shape of the sticker and the kiss cut section peels away from the backing.

*artwork that does not match up with these guidelines may result in additional charges or delays.

BANNERS

A low res digital proof will be emailed you for approval for all banner orders. This must be approved before we will proceed with the printing. Making changes or adjustments may result in additional charges.

SIZE

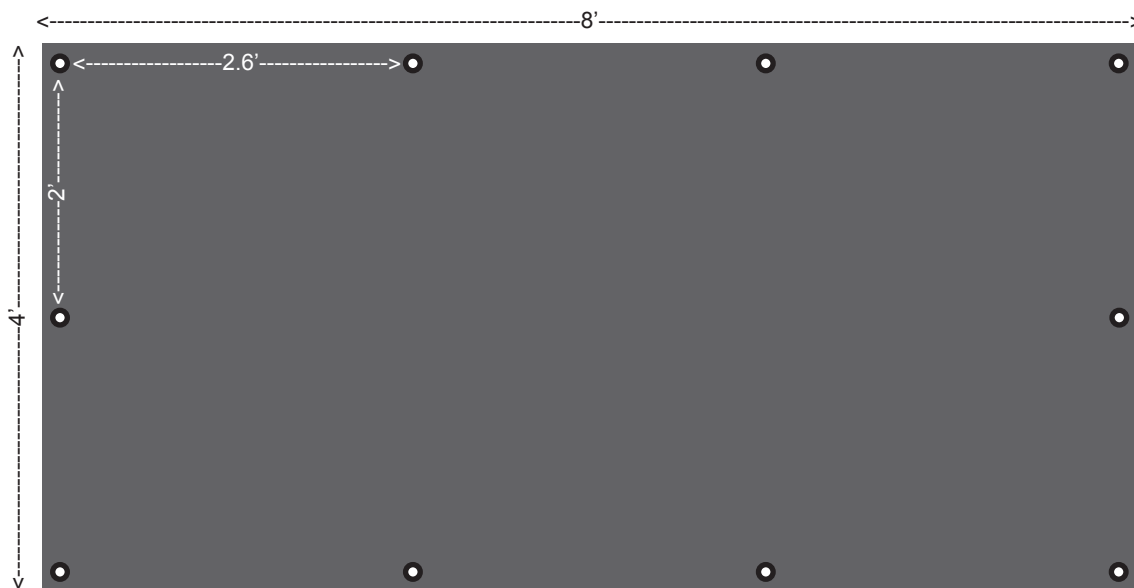
All banners are printed at actual size. For larger sizes or more detailed artwork, this could result in a very large file size. Vector artwork and logos will keep the file size lower and easier to upload to us and also produce a better quality product since vector is resolution free. For Photoshop files, a high resolution large banner will result in a very large file size. This will take time and patience on your end to upload the file to us.

If the file is over 500MB, it is recommended that the file dimensions be reduced by half, keeping the resolution at 300dpi. This will make for an easier upload/download process on both ends. *For example, for a 4' by 8' banner, scale to a 2' by 4' banner, while keeping the resolution at 300dpi.*

GROMMETS

All banner orders come with grommets, spaced approximately every 2', however this depends on the dimensions of your banner. They are also placed approximately 1" from the edge, so please make sure you keep all text away from the edge. If you would like different spacing or no grommets at all, please specify that with your Artist Rep upon placing your order.

Below are some examples of grommet spacing.



GROMMET COLOURS

Our grommets come in 3 colours:

SILVER

GOLD

BLACK

Please specify with your Artist Rep as to which colour you want.

*artwork that does not match up with these guidelines may result in additional charges or delays.

DRUM HEADS

All drum head artwork is printed as is. Please follow all specs.

SIZE

The drum heads come in 4 different sizes: 20", 22", 24", 26".

STANDARD DRUM HEAD

Remo 22", Emperor, clear.

(Other sizes and models may be available upon request, and subject to additional charges).

TEMPLATES

Please request the appropriate template from your Artist Rep. Follow guides for bleed, visible face and safe area for mic hole.

SUPPORT RING

We do not install mic holes in the drum head without the purchase of the drum head support ring. A mic hole makes it easier for sound engineers to properly place microphones as well as install sound dampening materials. The support ring reinforces the skin around the mic hole in order to prevent tears caused by microphones and daily wear and tear.

The support rings come in 4" and 6" sizes, available in **SILVER**, **WHITE** and **BLACK**.

If you are getting a support ring, please indicate the placement of the mic hole in the artwork by placing a circle in the artwork, that is either 4" or 6". Ensure this circle is on a **separate layer** and placed **inside** the safe area for mic hole in the template.



POSTERS

All poster artwork is printed as is. Please follow all specs.

SIZE

We print **11" by 17"** posters. Please submit artwork in this exact size. No bleeds required.

*artwork that does not match up with these guidelines may result in additional charges or delays.