

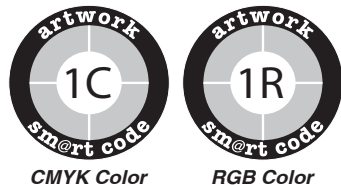


Artwork Requirements & Policies

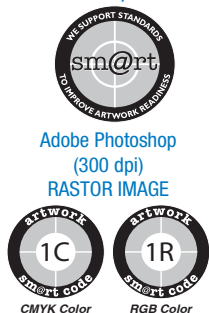
We require art in .ai (vector), .eps (vector), or .pdf (vector) files in either CMYK or RGB (**all fonts/typefaces outlined**). We will accept electronic art in .eps (raster), .tiff, .psd or .jpg files at 300 dpi in PC format. However, art received in these formats is subject to a \$25.00 (Z) correction fee. Artwork will not be accepted by fax or hard copy. **When emailing artwork, please include your name, company, P.O. #, and phone number.** Keep in mind that artwork with high color saturations will print with better quality. **All art with halftones, screens, fades or blends are subject to factory review and approval.** Artwork provided on our imprint templates will receive 50% off setup charges. Templates available on website.

...send your logo/artwork in:
Adobe Illustrator
(all fonts **OUTLINED!**)

VECTOR IMAGE



...is also acceptable in



PMS Color Matches

Custom HBC does not charge for exact PMS color matches. We can print exact PMS color matches for the following 34 spot colors:

- | | | |
|--------------------|---------------------|------------------------|
| ● PMS Proc. Cyan | ● PMS Proc. Yellow | ● Beige PMS 467 |
| ● Blue PMS 7461 | ● Yellow PMS 109 | ● Brown PMS 462 |
| ● PMS Proc. Blue | ● Orange PMS 137 | ● Metallic Gold |
| ● Blue PMS 300 | ● Orange PMS 021 | ● Matte Gold PMS 872 |
| ● Blue PMS 301 | ● Orange PMS 172 | ● Metallic Silver |
| ● PMS Reflex Blue | ● Red PMS 186 | ● Matte Silver PMS 877 |
| ● Blue PMS 288 | ● Red PMS 201 | ● Lt Gray PMS 422 |
| ● Navy PMS 281 | ● Maroon PMS 222 | ● Dk Gray PMS 425 |
| ● Teal PMS 320 | ● Plum PMS 229 | ● Black |
| ● Green PMS 334 | ● Purple PMS 526 | ○ White |
| ● Green PMS 348 | ● Lavender PMS 529 | |
| ● Dk Green PMS 343 | ● PMS Proc. Magenta | |

Otherwise, PMS color matches will be done within the limitations of 4-color process. Please specify exact PMS numbers, color matching will be made as close as possible using 4-color process.

Artwork Procedure

1. Email your logo artwork.

Include your purchase order number on the subject line. Please include your contact information: Name, Company, PO#, Phone #, Fax # and Email Address in the body of your email.

2. Our Graphics Department will email you a pdf file with your label layout for approval.

3. Reply to your email with your Label Layout Approval or changes required within 24 hours of receipt.

Production time begins with the receipt of your final proof approval.

Proofs

Fax paper proofs and color electronic proofs are provided at no extra charge for orders over \$600.00. Proofs must be requested on orders under \$600.00 and a \$10 charge will apply. Approval is required before production begins. **Proof approval must be made within 24 hours of receipt to maintain your ship date.** Additional proofs due to artwork changes, revisions or additions are subject to additional art charges at the rate of \$10.00 (Z) per revision after the first revision. Printed color proofs and pre-production samples are \$50.00 (Z) per product or variation. Production time begins after receipt of written or electronic proof approval. Proofs will not be sent unless specifically requested on: 1) exact repeat orders, and 2) print-ready artwork supplied on Custom HBC label templates, and a \$10 charge will apply for proofs required in either of these cases.

Artwork Changes

If artwork correction or manipulation is required to generate usable art, additional charges may be incurred at \$40.00 (Z) per half hour (minimum of one half hour). Please provide a copy of the original file or font used on any "placed" graphics within your design. If fonts are not supplied, we will substitute the closest available font.

Errors

We are not responsible for errors resulting from mistakes in customer-supplied artwork or copy or for errors in approved proofs.

Copy and Color Changes

Copy and color changes are subject to a \$25.00 (V) per product re-set up charge. Copy and color changes also apply to multiple products placed on the same P.O. using the same logo artwork, due to the need to place the art on unique art templates specific to those products.

Repeat Orders

Exact repeat orders on identical product(s) with no changes in artwork will not incur any new set up charges. Please reference the previous P.O. # on repeat orders. Existing artwork applied to new products or sizes will incur normal set up charges. Artwork altered in any way is subject to a copy or color change charge of \$25.00 (V). Artwork is kept on file for 2 years.

Virtual & Spec Samples

Virtual samples are normally provided at no charge. Speculative samples are available upon request. Normal set-up charges apply for non-preferred customers per product. This spec sample set-up charge will be credited against your subsequent product order.

Blank & Unimprinted Products

There are generally no set-up charges for blank and unimprinted products. However, keep in mind that the FDA has certain labeling requirements for health, beauty & food products that may require an imprint. It is the customer's responsibility to ensure compliance with these labeling requirements when purchasing unimprinted products.

