

## 11.11 Distribution Artwork Requirements

*Please design your artwork in a 9 inch by 33 inch rectangle or 300 dpi or greater. For long boards, design your artwork in an 11 inch by 44 inch rectangle. We cannot use files shaped like a skateboard.*

### Print Process Options

*Please specify within your artwork which print process your graphic is to be printed. There are some graphics that may require both processes. This will be determined by the 11.11f Art & Print Department and will be noted on your proof.*

- CMYK is a color matching process and not always an exact match. If using pantone codes, please be sure to use CMYK Color Book Colors or the Pantone Solid Coat Color Book. CMYK is the most affordable option if your artwork contains more than 4 colors. Your PMS codes must be called out in your artwork. Most CMYK artwork will be printed in the factory using a state of the art UV Digital printer to heat transfer.
- SPOT COLOR or Pantone Matching System (PMS) is an exact match of your selected pantones. This is a less affordable option if your artwork has more than 4 colors. The print quality tends to be a better quality print. Your PMS codes must be labeled in your artwork. Most SPOT COLOR artwork will be outsourced to keep our turn time consistent.

### Art Set Up Fees

- \$35 per color or \$140 for as many colors as you want in CMYK process (*Popsicle Shapes*)
- \$35 per color in Spot Color process (*Popsicle Shapes*)
- \$45 per color or \$180 for as many colors as you want in CMYK process (*Shaped Boards over 9 inches wide*)
- \$45 per color in Spot Color process (*Shaped Boards over 9 inches wide*)
- \$70 per color or \$280 for as many colors as you want in CMYK process (*Long Boards*)
- \$70 per color in Spot Color process (*Long Boards*)
- Art set ups are one time per graphic if printed in the factory with the Digital UV printer
- Art set ups are one time per graphic, VALID FOR ONE YEAR, if outsource printed
  - *Printing sources are determined by the 11.11 Art & Print Department only*

## File Formats

Vector Format (Adobe Illustrator) is ideal and the most sufficient format for quality and adjustments. Below are important notes before submitting your artwork for a speedy proof and transitioning into your ordering process. We support most current versions of Photoshop and Illustrator.

- Keep all layers unlocked, especially if your artwork includes the board template.
- Outline your fonts.
- Label or call out your pantone codes
- For clear or transparency within your artwork, please select a color not in the artwork and label the layer clear or transparent. *(Clear is considered a color and inherits a set-up fee)*
- For embossing within your artwork, please label your layer as embossed. *(see info sheet for pricing)*
- For premium foils, please label the layer as premium foil with the foil color you're requesting. *(Premium foil colors vary, check for availability)*

Other acceptable formats are Photoshop (PSD), PDF, JPEG, EPS or TIF

## Templates

We have templates for the Standard Popsicle shapes, long boards, and various cruiser/old school shapes. Please contact your rep for all templates.

## Submitting Artwork

- Email *(We do accept compressed files.)*
- Online File Sharing *(WeTransfer, DropBox, Etc.)*
- Disc via Snail Mail *(contact your rep for mailing info)*

## File Naming

Please name your files in coordination with the primary image or object with your artwork, the message within your artwork, and your shop/brand name and year the graphic was created. A good example would be, if your art had a gorilla image, your shop name is Slicks Skate Shop and the graphic was created in 2018, Slicks Skate Shop\_Gorilla Graphic\_2018. Referencing your graphic to key features within your art, your shop/brand name and year it was created, eliminates any confusion or miscommunications when reordering. It is also important when reordering to always reference the exact file name of the existing art you requesting to use. Avoid simplified file names such as image 1 or new graphic.

## **In House Art Designing**

We offer the first 30 minutes free for designing your artwork. Additional time is \$25 per hour. Please contact your rep for details and to determine how much work needs to be done.

## **Art Proof**

Once your artwork has been set up on a template and reviewed by our art department, an official art proof will be emailed to you for your emailed approval. We cannot accept any verbal or text approvals. It is very important you review your proof thoroughly. Once you have submitted your approval, the artwork begins its production process and the art set up fees are required. Any requested changes or adjustments may result in new or additional set up fees.

## **Art Print Sample Picture**

A printed sample picture will be emailed for your emailed approval to proceed to print process. This is primarily to review the placement and/or any colors that may not be accurate to the approved proof. This procedure is not intended to make changes to the approved proof. If the print sample is accurate to the approved proof but you would like to make changes to your approved proof, it may require new or additional set up fees.