



Fonts & Artwork Requirements

Aachen Bold
 Addams
 Avante Garde
 Baskerville
 Benguiat
Black Oak
 Blizzard
 Bradley Hand
CARTOON-BOLD
Cooper Black
 Engravers Old English
 Enviro
 Eurostile
 Friz Quadrata
 Garamond
 Helvetica
Hobo
 Italia-Book
 Lemonade ICG-Bold
 Lubalin Graph
 Marriage A
Marker Felt
 Marydale
 Optima
 Paisley ICG
 Papyrus
Ravenscroft
 RENNIE MACKINTOSH BOLD
Spumoni
 Tekton
UMBERTO
WILL ROBINSON
 Zapf Chancery

And many, many more fonts available!

(Please send a fax or paper copy of your font or type style for us to try and match as closely as possible.)

Art Formats:

Artwork should be submitted via E-mail (art@humphreyline.com), CD or DVD Rom. Camera-Ready hard copies are acceptable if there are no screened halftones or color. **All digital files should be vector created in Adobe Illustrator CS whenever possible.** Photoshop tiff files are acceptable for one color art (800 DPI at same size or larger) or 4-color process (300 DPI at same size or larger). *Neoprene orders require vector art with no type under 8 pt. in size. All fonts must be converted to outlines or curves. Corel Draw or Freehand files should be exported into Illustrator format. Compress all emailed files with Stuffit or Zipit to prevent corruption.

A fax or laser print of all digital files must be submitted with your purchase order.

Art Charges:

Factory artwork is billed at \$60.00(v) per hour, if artwork adjustments are required. Charges of \$25.00(v) or more will be pre-approved. Changes to art and layout requested by customer will incur art charges and may delay production.

Every customer revision will incur an art charge of at least 1/4 hr. each time a change is submitted. Changes and/or typesetting are not allowed on rush orders.

Type/Layout:

Specific instructions regarding layout and type styles must be clearly stated on your order. Verbal instructions will not be accepted. If instructions are not given, we will use our discretion. Helvetica or Myriad will be used if no type style is specified. All cups, pails and bottles will be printed one panel width/one side if not specified. Other products are sized to maximum image area unless otherwise specified. Not all type styles and point sizes are suitable for all products. Block Sans Serif type styles are recommended. Minimum point sizes should be 8 pt. Sans Serif for positive copy and 10 pt. bold Sans Serif for reverse copy. All jobs requiring typesetting will be faxed for approval. Delayed response to fax proof will result in delayed production. Once fax is approved, we will not be responsible for errors in typesetting. Small trademarks (®, © & TM's) not to a printable size will be enlarged for legibility unless otherwise requested. Yoyos, Neoprene & Lipbalm are often too small to have a legible trademark symbol. Lines weights should be a minimum of .5 pt. for positive areas and .8 pt. for reverse areas. Neoprene products require heavier lines at a 1 pt. minimum. Spec sheets are available by product and print method. Call factory.

Screening/Halftones:

All silkscreen jobs are printed at 55 lines per inch. This large dot pattern is not recommended for type, thin lines or small areas. Screening on pails, cups, and bottles may print unevenly. Offset jobs are run from 80 to 120 LPI and there is a dot gain of 20%. Halftones and small type on offset cups should not be positioned in the bottom 1/4 of the image area due to a slight blur where the cup tapers. Halftones are not recommended on fluted cups.

FAX Approvals:

All artwork submitted to **HumphreyLine** will be faxed or emailed for customer approval. *The fax approval should be examined very closely before it is signed off. Not only should the typesetting be looked at for correct spelling but also for color separations, ink colors to be printed and the overall layout requested. The fax proof should always be considered the FINAL approval on any artwork. Delayed response to a fax will result in delayed production. **Once the fax is approved HumphreyLine will not be responsible for errors in artwork.***

***Four Color Process and multi-color printing are not available on all products. Art should be submitted ahead of time for advisements on printability.**