

# Art Guidelines for Non-Woven Shopping Bag

Last updated  
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## Artwork

Camera-ready artwork is required or additional art charges may apply. Faxes or printed out black/whites are not an acceptable artwork submission. Artwork must be submitted in a vector graphics format, which is an Adobe Illustrator file - preferably an .ai file. These files with a .jpeg, .gif or .tif file placed into it and saved as an .ai are not acceptable.

## Acceptable File Information

- All files must be Mac compatible
- Minimum resolution is 300 dpi
- Fonts must be converted to outlines and any non-traditional font must be included in the e-mail and be Mac compatible
- Adobe Illustrator .AI or .EPS - version CS4 or earlier
- Adobe PDF with Illustrator editing capabilities

## Download our templates

For your convenience, we have uploaded our Non-Woven templates to our website. Please visit [www.tandjadventures.com](http://www.tandjadventures.com) and on the top menu, choose "Downloads". These have the one-sided printing templates for every custom/domestic size bag we offer. The following page of this document has all the bag material and ink swatch colors and PMS matches.

## Guidelines

- Any print mark needs to be at least 1pt thick, this includes fills and strokes. The 1pt is the bare minimum. We prefer at least 2pt thick.
- Any negative space in the design also needs to be at least 1pt thick, preferably larger. With the way these bags are printed, if the negative space is tight, then the ink can bleed into the negative space, thereby eliminating it completely. One area that is troublesome about this is the negative spaces in letters (e, a, o, etc). Please make sure any negative space is open.
- All san-serif fonts need to be at least a 12pt size and all serif/script fonts need to be at least 14pt size.
- Two or more color jobs require 1/4" spacing between colors and no critical alignment
- Fine lines and large prints with reverse-outs do not print well and art may need to be modified
- Half-tones or screens cannot be printed
- San-Serif fonts print best on this bag due to the texture and print manner.

**Bag Sizes and Maximum Print Areas**






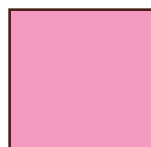
Bag Size	Print Area
8 x 5 x 10	5 x 5
11 x 4 x 8	8 x 5
12 x 8 x 13	7 x 7
12/17 x 6 x 13	8 x 8
13 x 5 x 13	9 x 9
15 x 16	10 x 10
16 x 6 x 12	12 x 8
20 x 6 x 16	12 x 9

# Bag Colors

Pan Zoids						
	Baby Blue /Java	Ivory/Java	Aqua/Java	Black/White	Black/Island Pink	Island Pink/Aqua
Pan Purses						
	Ivory/Aqua	Ivory/Java	Khaki/Java	Lime/Grape	Sage/Java	Seagreen/Island Pink
Misc Sizes						
	Aqua	Black	Grape	Hunter	Island Pink	Ivory
Misc Sizes						
	Java	Khaki	Lime	Orange	Red	Royal
Misc Sizes						
	Sage	Seagreen	White			

Bag Color	PMS #	Bag Color	PMS #
Aqua	306C	Ivory	4545C
Baby Blue	283C	Java	1545C
Black	Black	Khaki	4515C
Grape	266C	Lime	375C
Hunter	3435C	Orange	Pantone Or
Island Pink	7424C	Red	186C
		Royal	Reflex
		Sage	7494C
		Seagreen	339C

# Ink Colors

Stock Ink						
	Black	Chocolate PMS 1545	Gray PMS 422	Hunter PMS 350		
Stock Ink						
	Khaki PMS 467	Lime PMS 375	Magenta PMS 807	Pan Purple PMS 2695	Pantone Orange	Hot Pink PMS 806
Stock Ink						
	Red PMS 186	Royal PMS 294	Shell PMS 7506	White	Yellow PMS 102	*Gold PMS 871