

With 3M, Artwork is a SNAP!

Attached to your favorite design studio?

Go ahead and use them! To help ensure your 3M Promotional Product meets your design expectations, we have posted our product templates and artwork specifications on-line! Download is open to the public — no passwords needed!

Download Templates at:
www.3M.com/templates

Not a professional designer?

We thought of you, too. We've created general artwork guidelines and concept templates that can help walk you through the creative process.

NOTE

FAX Distributor P.O. to 507-625-2685 or send via e-mail as directed above.

If available, also send a copy of the expected artwork with the purchase order.

Looking for more specifics?

Visit www.3M.com/ndl to download. . .

- ✓ Artwork checklist for art preparation
- ✓ Detailed instructions
- ✓ Product templates for designers
- ✓ Color swatches for products and imprint colors
- ✓ General artwork guidelines (overview)

3M stays current on all the popular graphic applications, including Photoshop, Illustrator, FreeHand, QuarkXPress, InDesign, PageMaker and CorelDRAW. We support the entire library of Adobe Post Script Type 1 fonts and a broad range of graphic files including TIFF, GIF, PICT, EPS, PSD, AI, BMP.

We evaluate the "readiness" of the artwork that we receive according to PPAI's Sm@rt standards and our specifications. Artwork is "ready" if we can use it for printing without modifications that incur extra charges or cause delays. (Go to www.ppai.org for more information about Sm@rt artwork readiness standards.)



This key is for Sm@rt Code symbols used in this catalog. For more information on Sm@rt Codes or to review a complete key, please visit: www.smart-artwork.org

Sm@rt Code	Artwork Description	Minimum Resolution	File Contents	Minimum Requirements
	Raster image*	300	File may contain vector elements	Spot Color Only
	NOTE: All colors in file must be specified using either a known library (e.g. Pantone®) or the supplier's standard colors. Colors printed on product may or may not match colors assigned in file (e.g. black and white art used for color imprint).			
	Raster image*	300	File may contain vector elements	4-Color Process or Digital Printing Only
	NOTE: File may also contain spot colors for vector elements.			
	Vector image or 1200 DPI bitmap	N/A	File contains ONLY vector elements	Colorless Decorating
	NOTE: File colors are used to convey image features only. Decoration does not show file color. Used for engraving, embossing, etching, etc.			
*Minimum resolution is for raster image at finished imprint size. "Raster image" means grayscale or color file.				

It's Easy to Send 3M Your Artwork!

Three ways to send us your art — choose whichever is most convenient to you!

E-MAIL E-mail the completed files to: art@3Mpromote.com
Be sure to indicate in subject line that the PO is included. This mailbox can be used for art, PO or both. The subject line should reflect what is sent. Examples:
PO#1234 Artwork Only PO#1234 PO Only PO#1234 Artwork and PO

WEB Go to www.3M.com/ndl and click "Submit Artwork".

MAIL Be sure to indicate distributor name & PO#.
3M Promotional Markets
2020 Lookout Drive
North Mankato, MN 56003



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