

Maverick Artwork and Color Requirements

The Design Team uses Adobe Illustrator to prepare artwork files for our suppliers. It is preferred that artwork sent for new capsule designs is already in vector format (.AI, .PDF and .EPS are acceptable formats). Rasterized and LiveTraced (LiveTrace being a quick conversion tool for Adobe Illustrator) artwork is not preferred. Inclusion of either may result in increased lead time or additional fees (notification will occur prior to being processed by our team).

Any rasterized artwork will be converted to vector format to improve engraving quality, which results in a higher quality finished print. This may involve a number of methods such as retracing or rebuilding the image, or converting it by using a combination of Adobe Photoshop and Illustrator. LiveTrace is discouraged because it results in a high count of vector points and increases file size. Modifications may need to be made and are more difficult to apply when artwork is LiveTraced.

For any copy (type) that is used in the capsule design, we request that it be converted to outlines or the font file be supplied. TrueType font files are preferred.

Our Design Team is available to answer any questions you may have regarding capsule design and layout. We can also provide artwork templates upon request.

Any modifications made to the capsule design will be fully explained in a tech note that will be sent with the final artwork approval. If heavy modification is needed, or we foresee challenges with producing the final capsule, we will contact you prior to sending out the approval.

Color callouts may be included in the artwork file sent to us for the new capsule design. We have all the Pantone color book swatches installed and can easily identify any Pantone swatch specified in the file. We accept Pantone chips, material swatches, labels and any number of samples for color match. Unless the capsule is hot stamped, however, we may not be able to provide an exact match to KURZ or hot stamp colors. Achieving exact matches to certain colors (white, pastels, or highly metallic colors) may not be possible on some substrates.