

FILE NECESSITIES

- A vector file with all the fonts converted to outlines or a complete layered Photoshop file at a minimum of 300 dpi at final output size is required in CMYK. No more than 10 layers are accepted.
- Each element needs to be on its own layer, such that if a layer were turned off, there would be image behind it.
- If dieline is to be used, please provide as vector art.

BACKGROUNDS

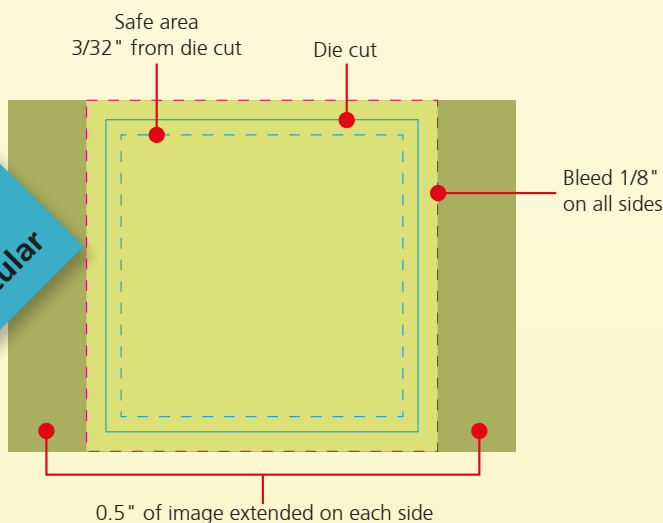
- Textured and colored backgrounds are necessary and act as deterrents to ghosting.
- Do not use white or extremely light backgrounds or flat tints.

TYPE

- Avoid alternating white and black type, which has a tendency to ghost.
- If verbiage is flipping, try to keep it in the same position.
- Keep font size at 8 point or larger.

DIE CUT AND BLEED

- A minimum of 1/8" bleed is required.
- To ensure subjects, text and/or logos are not trimmed off, keep all important information 3/32" away from the die cut, the "safe area."
- 3D pieces require an additional 0.5" on both left and right to allow for parallax, in addition to bleed.



3D EFFECT

The illusion of depth and distance between elements from the foreground to background.

- The 3D effect requires an additional .5" on left and .5" on right of piece.
- Completely layered files are required. For example: If in a picture a person is in front of a mountain, the person would have to be removed digitally and put on a separate layer and the part of the mountain covered by that person would have to be rebuilt. No more than 10 layers are accepted. If files are received flattened or not completely layered, additional charges may apply.
- 3D effect can only be achieved from left to right.



2 and 3 IMAGE FLIP EFFECT

The fast transition between distinct elements.

- Requires layered files of the elements that will be flipping to and from.
- Recommend top to bottom flip effect, unless this will be a walk-by piece, such as a magnet.
- Similar size flipping elements are most effective.



COLOR

- Color tends to print fuller/richer on press than on the virtual proof.
- Due to the difference in materials and lenticular's lens structure, we cannot color match to paper or other substrates.
- We cannot match Pantone colors on lenticular.