



IMPRINT FACTS



PLAN YOUR IMPRINT DESIGN

Imprinting is the process of printing your artwork in ink on the cassette shell. On the red shell to the left, the white outline shows the area that can be imprinted. Because of the 3-dimensional shape of the cassette, there are limitations to the ink coverage, the detail, and the halftone screens possible in an imprint. However, many customers have designed beautiful artwork to work within this area.

Go to the Cassette shell and ink selector to see available colors.

WORK WITHIN THE TEMPLATE AREA

The blue area in the diagram is the space that can be filled with artwork. To create a successful imprint design:

- Limit your designs to only one color.
- Keep in mind you have a variety of choices in color of both shell and imprint ink.
- Do not fill more than 40 percent of the area with ink.
- Artwork maybe be submitted with more ink coverage, but an imprint waver will be required.
- Keep text larger than 6 point size. The larger and bolder, the better.
- Thin lines and fine details should be avoided or thick ened up to imprint well.

SUBMIT FINAL ARTWORK IN THE TEMPLATE

Your designs should be submitted on the National Audio official templates. There are separate templates for solid color and for clear/tinted shells. PSD, AI, and PDF files are acceptable.

- Build your artwork in grayscale at the resolution of the template: 1200 pixels per inch.
- Turn all fonts to outlines before submitting the files.
- Identify your A-Side and B-Side imprint art.
- Remember, everything black in the template will print the color of your chosen ink.
- Do not flatten the template lines into your artwork. Leave them as a separate layer.

COMPLETE!

This is an example of how your artwork might look. Cassette imprints tend to vary a little bit from tape to tape.

