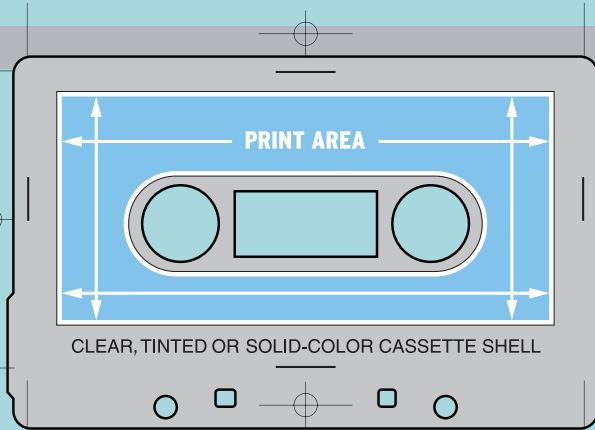


# CASSETTE IMPRINT INSTRUCTIONS



## PLAN YOUR IMPRINT DESIGN

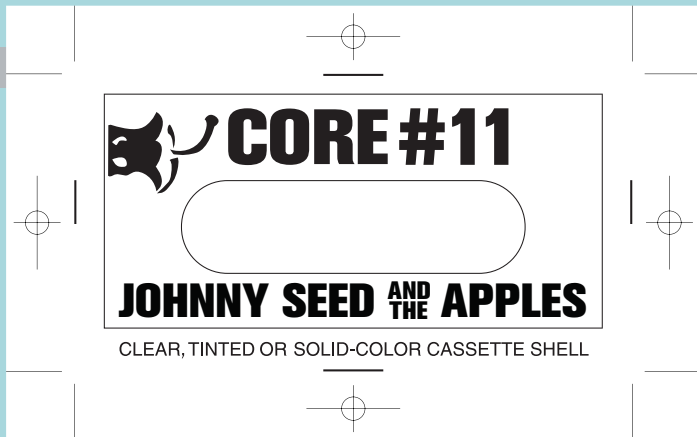
Imprinting is the process of printing your artwork in ink on the cassette shell. On the red shell to the left, the white outline shows the area that can be imprinted. Because of the 3-dimensional shape of the cassette, there are limitations to the ink coverage, the detail, and the halftone screens possible in an imprint. However, many customers have designed beautiful artwork to work within this area. Go to the cassette shell color chart 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 color choices for both shell and imprint ink. Imprint inks are translucent.
- Do not fill more than 50 percent of the area with ink.
- Keep text larger than 6 point size. The larger and bolder, the better.
- Delicate lines thinner than 0.5 pt and fine details should be avoided or thickened up to imprint well.



## SUBMIT FINAL ARTWORK IN THE TEMPLATE

Your designs should be submitted in the National Audio official templates. The Universal template now works for almost all shells. File formats PSD, TIFF, AI, EPS and PDF are acceptable.

- Build your artwork with vectors or in grayscale at the resolution of the template: 1200 pixel per inch.
- Convert all fonts to (vector) shapes before submitting the files.
- Identify your A-Side and B-Side imprint art.
- Remember, everything black within the print area of 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 illustration of how your artwork might look. Cassette imprints tend to vary a little bit from tape to tape.