## Customer Art Approval Form

## ITEM PPD-1 16

Very Wild Cherry SPF 15


## Art Guidelines

## 1. Labels

| a. Positive imprint - 5 pt minimum | Sample Text | * Ornate and display type faces will be |
| :---: | :---: | :---: |
| b. Reverse imprint - 7 pt minimum | Sample Text | printed on a case-by-case analysis. |
| c. Serif and italic types -7 pt minimum | Sample Text | * Registered marks and trademarks should |
| d. Line weight, positive lines - 5 |  | be enlarged for clear printing. |
| e. Line weight, reverse lines (gap) - . 75 |  |  |

## Color Variance Notification

- This PDF file is being viewed on an RGB monitor therefore there will be a variance between the color on your screen and the color of the actual finished product.
- This proof should be used to inspect the layout, spelling, color selection and approximate color appearance.
- Colors printed on different mediums (ie: leash and label) will not be an exact match.
- This proof is not an exact match of the finished product color or quality of the printed peice.

