

Accepted file formats:
Adobe Illustrator (Vector) **.AI** or **.EPS**

****All fonts must be converted to outlines****

Failure to do so will delay your delivery. If you are unable to locate the necessary fonts, please contact your Designer. Any artwork changes made by GOVINO will be billed separately at the rate of \$75 per hour.

Q) What is vector art?

A) When your artwork is in a vector format, it allows you to increase or decrease the size of the graphic without compromising the integrity of the original image. Vector art is a layered editable file that can be changed in color and size. The end result is a crisp, clear and readable image regardless of the final output or size.

Q) Can I just save my current file as an Adobe Illustrator (.ai or .eps) file and make it vector?

A) No. Simply saving your file with an .ai or .eps extension will not make your artwork vector. In order for an image to be vector, it needs to be built from scratch in a program such as Adobe Illustrator.

Q) How do I convert my artwork into a vector file?

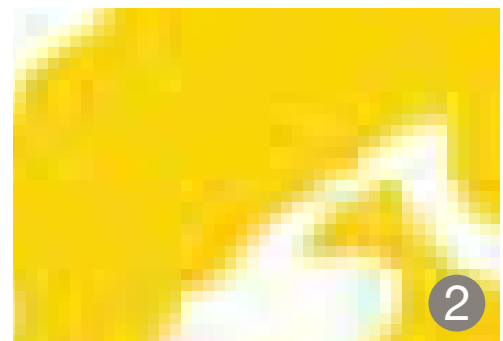
A) To change your image or logo into vector art, it is sometimes necessary to speak with the original graphic designer of the artwork, as often times the artist already has the vector format. Most logos that are created by graphic designers create the original in Illustrator (.ai) to start and then create a .jpg, .pdf, or .eps from that version.

Q) What if I don't have access to Adobe Illustrator?

A) If you don't have access to Adobe Illustrator to re-create the art don't worry! Before you place your order GOVINO can check your art at no additional cost and let you know what can be done to convert it into a vector format. If your file needs to be converted to vector art and you are unable to do so yourself, then the graphic can be converted for you (for a one-time fee) and you will have the vector file to keep for future use.



VECTOR ARTWORK
Figure 1: Vector Logo (.ai file)
zoomed in by 300%



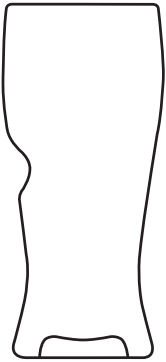
RASTER ARTWORK
Figure 2: Non-Vector Logo (.jpg file)
zoomed in by 300%

Customized Artwork Size & Positioning

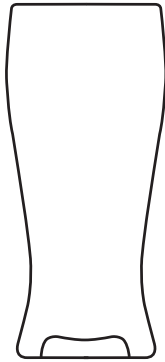
Your artwork may be printed in any of the three locations listed below. Our standard default is 180° of the thumb notch. If you are printing more than one logo we suggest they be placed 90° clockwise and counter clockwise of the thumb notch.

GOVINO **16oz Beer**

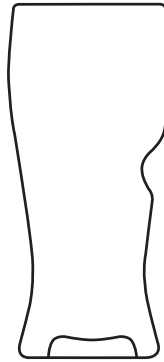
90° Counter Clockwise
of Thumb Notch



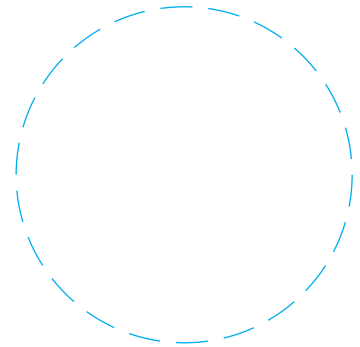
180° of Thumb Notch



90° Clockwise
of Thumb Notch

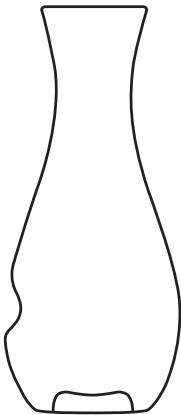


Actual Size 1.75" Max Diameter

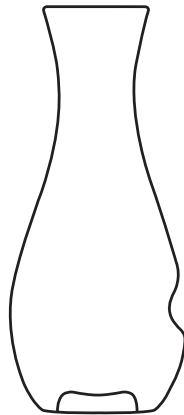


GOVINO **28oz Decanter**

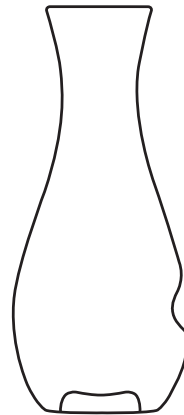
90° Counter Clockwise
of Thumb Notch



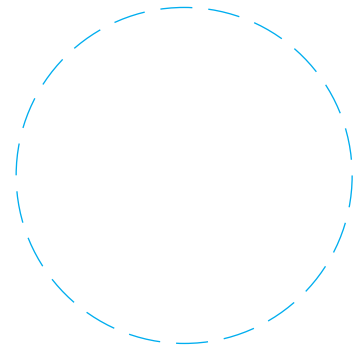
180° of Thumb Notch



90° Clockwise
of Thumb Notch



Actual Size 2" Max Diameter



Customized Artwork Size & Positioning

Your artwork may be printed in any of the three locations listed below. Our standard default is 180° of the thumb notch. If you are printing more than one logo we suggest they be placed 90° clockwise and counter clockwise of the thumb notch.

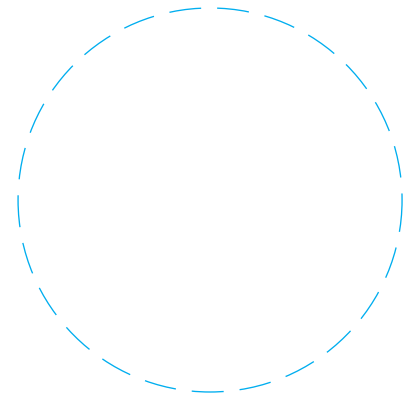
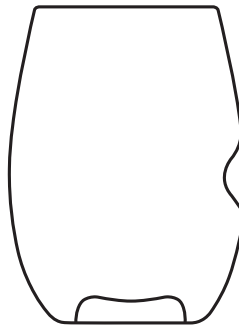
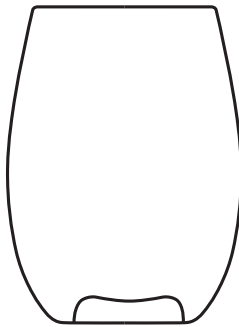
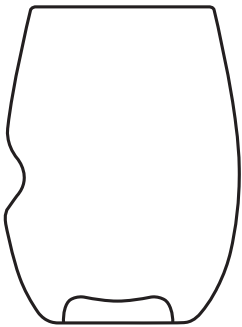
GOVINO 16oz Wine

90° Counter Clockwise
of Thumb Notch

180° of Thumb Notch

90° Clockwise
of Thumb Notch

Actual Size 2.0" Max Diameter



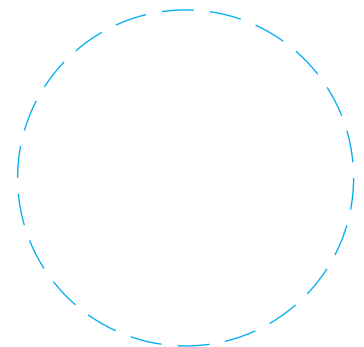
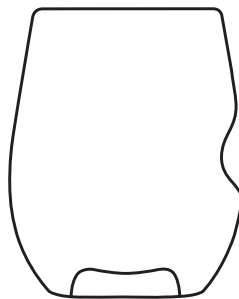
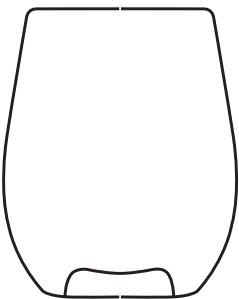
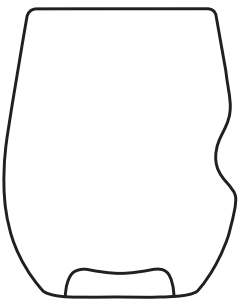
GOVINO 12oz Cocktail

90° Counter Clockwise
of Thumb Notch

180° of Thumb Notch

90° Clockwise
of Thumb Notch

Actual Size 1.75" Max Diameter



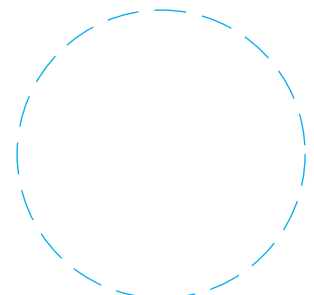
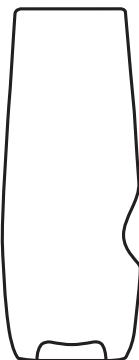
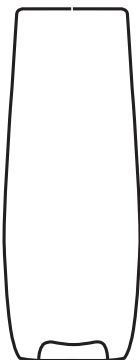
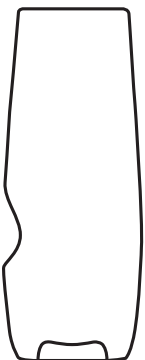
GOVINO 8oz Flute

90° Counter Clockwise
of Thumb Notch

180° of Thumb Notch

90° Clockwise
of Thumb Notch

Actual Size 1.5" Max Diameter



Custom Printing Standard Color Chart

This chart is for suggested color reference only and IS NOT color accurate as not all printers and monitors are calibrated accurately. Please refer to an actual Pantone Matching System (PMS) book for accurate color specifications.



1 Black



2 White



3 Citron Yellow (PMS 101)



4 Medium Yellow (PMS 123)



5 Dark Yellow (PMS 137)



6 Orange (PMS 165)



7 Yellow Ocher (PMS 130)



8 Light Red (PMS 179)



9 Bright Red (PMS 485)



10 Carmine Red (PMS 200)



11 Bordeaux Red (PMS 209)



12 Pink (PMS 238)



13 Light Blue (PMS 300)



14 Medium Blue (PMS 2728)



15 Ultra Blue (PMS Reflex Blue)



16 Dark Blue (PMS 281)



17 Turquoise (PMS 3125)



18 Violet (PMS 2745)



19 Light Green (PMS 355)



20 Fir Green (PMS 336)



21 Brilliant Green (PMS 3278)



22 Light Brown (PMS 499)



23 Dark Brown (PMS 469)



75 Lt Gold Metallic (PMS 871)



76 Md Gold Metallic (PMS 872)



77 D Gold Metallic (PMS 873)



78 Copper Metallic (PMS 876)



79 Silver Metallic (PMS 877)



Simulated Etched