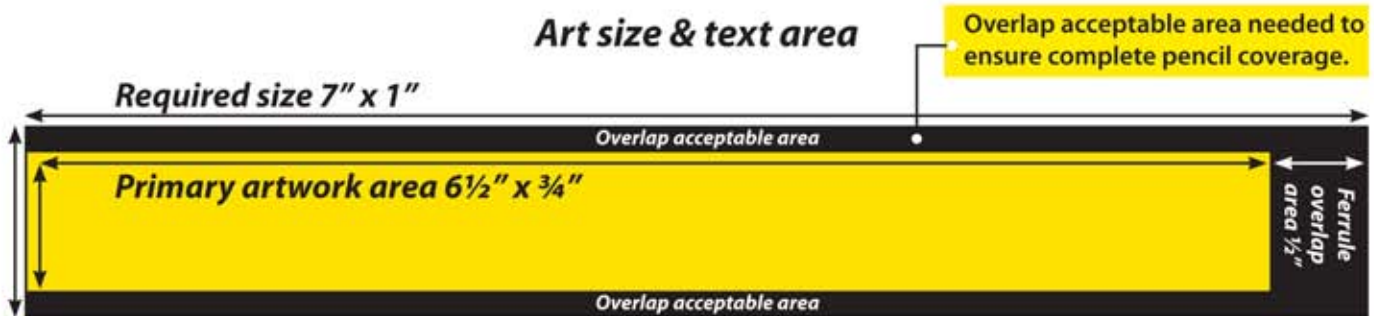# FULL COLOR PENCILS

ARTWORK GUIDELINES

In order to produce the highest quality product, images of 300-600 dpi in CMYK color are required. Acceptable file types include .psd, .tif and .jpg files. Finished pencils will display primary artwork area (shown in yellow) as well as some portion of the overlap acceptable area art (shown in black). Art template available on request.
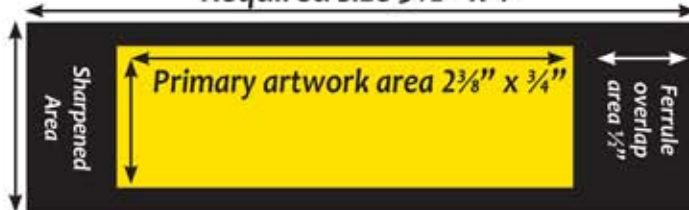
Art size & text area

Overlap acceptable area needed to ensure complete pencil coverage.

Required size 7" x 1"

Overlap acceptable area

Primary artwork area 6½" x ¾"

Ferrule overlap area ½"

Overlap acceptable area

Example of original customer art

Space Needle

Example of final pencil

Space Needle

Golf Pencil with Eraser

Required size 3½" x 1"

Sharpened Area

Primary artwork area 2⅜" x ¾"

Ferrule overlap area ½"

Golf Pencil without Eraser

Required size 3½" x 1"

Sharpened Area

Primary artwork area 2¾" x ¾"
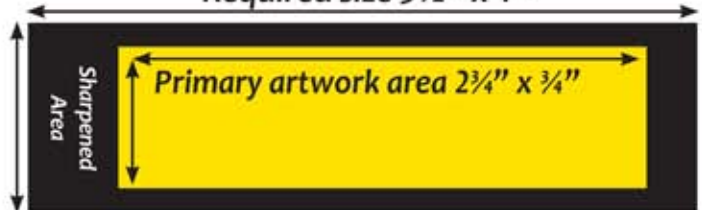
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