

Print Guidelines for Vendors

Color Specifications

All print jobs must use Pantone (PMS) numbers as the source of truth for brand colors, alongside CMYK build values for process printing. RGB and hex values are for digital use only and should not be used to color-match print materials. Any spot colors requiring exact matches must be called out explicitly on vendor purchase orders.

Minimum Font Size

Body/paragraph text in printed materials must be no smaller than 8pt to maintain legibility across print methods and paper stocks. Fine print or legal disclaimers should be no smaller than 6pt, and vendors should flag any layout where meeting this minimum isn't possible before proceeding

File Formats & Resolution

Vendors must receive print-ready files in PDF/X, native AI, or EPS format. All raster images must be a minimum of 300 DPI at final print size. All fonts must be outlined or fully embedded before files are sent to print — no live text dependent on font substitution.

Bleed, Trim, and Safety Margins

Standard bleed is 0.125" on all sides unless otherwise specified for large-format work. Trim lines and safe zones must be clearly marked in working files, and no logo, text, or critical content should fall within 0.25" of the trim edge.

Logo Usage & Clear Space

Vendors must use only logo files provided directly by the brand team — never recreate or trace the logo. Minimum print size and clear space requirements (as defined elsewhere in this guide) apply to all print applications. The correct logo variant (full color, one-color, or reversed) must be selected based on substrate and background color.

Typography & Licensing

Vendors must confirm they have legal licensing for brand fonts before production, or the brand team will supply outlined/converted-to-paths versions to prevent unauthorized font substitution.

Proofing Process

A physical color proof or press check is required before any full print run over 500 units, or for any new vendor's first project with the brand. Digital proofs alone are not sufficient for color-critical jobs.