PRINT GUIDELINES
HOUSEWRAP AND UNDERLAYMENT

HOUSEWRAP (TUCK® NOVAWRAP)

1 LOGO (see example below)

- Black – 1 pallet minimum
- Black + 2 Colors (standard color palette: Red, Blue, Green, Orange or Yellow) – 1 pallet minimum
- Custom logo size is limited to 640 in² (approx. 32" x 20")

COMBO LOGO (see example below)

- Black – 1 pallet minimum
- Black + 2 Colors (standard color palette: Red, Blue, Green, Orange or Yellow) – 1 pallet minimum
- Combo logo size is limited to a 640 in² (approx. 32" x 20")

TWO LOGOS (see example below)

- Black + 2 Colors– Truckload minimum
- Size of each logo cannot exceed 640 in² (approx. 32" x 20")

ROOF UNDERLAYMENT (NOVASEAL ULTRA by TUCK®; NOVASEAL ELITE by TUCK®)

1 LOGO

- Black or same color as Elite/Ultra brand printing – 6 pallets minimum
- Anything outside of the above – Truckload minimum
- Size of each logo cannot exceed 295 in² (approx. 11 ½" x 25 ½")

GENERAL INFORMATION

- Standard lead time is 25 business days* from when the logo is approved by customer and order entered
- Vector graphic files (.ai, .eps) are the required artwork format from customer (see reverse "Artwork Setup Guidelines and File Formats")
- Housewrap and Underlayment cannot be combined to meet minimum print quantities, but can be mixed to meet pricing thresholds

**Subject to change without notice*

One Logo Example

Tuck® NovaWrap Logo
Customer Logo
Tuck® NovaWrap Logo

Combo Logo Example

Tuck® NovaWrap Logo
Customer Logo #1/#2
(can be stacked or side by side)
Tuck® NovaWrap Logo

Two Logo Example

Customer Logo #1
Customer Logo#2
Tuck® NovaWrap Logo

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PRINT GUIDELINES
HOUSEWRAP AND UNDERLAYMENT

ARTWORK SETUP GUIDELINES AND FILE FORMATS

When preparing art files for housewrap and underlayment products, please adhere to the following guidelines to ensure timely delivery and best print quality of your finished product.

ALL ART FILES MUST BE VECTOR.

Our printers will reject files that are not. JPGs, TIFs, PSDs, BMPs and other types of raster files imported into Adobe Illustrator are not acceptable. Importing an image into Illustrator or other vector based application does not make it vector. It must be originally created in one of these applications (aka. native). Please see "The Difference Between Vector and Raster Files" below for a more detailed explanation of the two image types.

In the event you cannot obtain a native vector file of your artwork, a high resolution raster file will be accepted and then converted to vector by our art department. Please contact our art department before submitting this type of file.

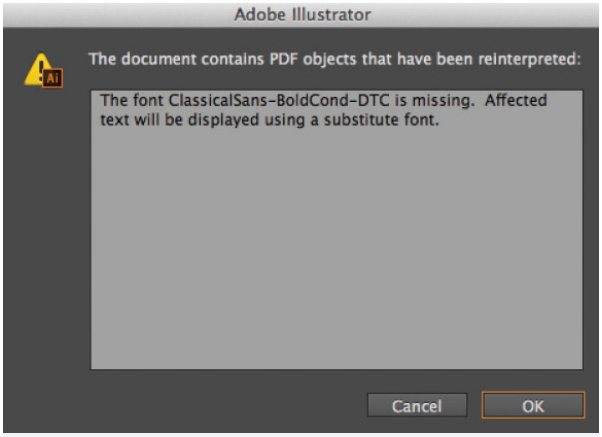

Figure 1: Example of a font error.

CREATE YOUR ART USING PMS (PANTONE) COLORS.

Most housewrap and underlayment prints are one or two color. Please create your art using PMS spot colors.

USE SOLID COLORS.

Solid colors work best and deliver the best print quality for these types of prints and will require conversion if received any other way.

CONVERT YOUR FONTS TO OUTLINES.

Not all systems have the same fonts installed, and converting all your fonts to outlines will prevent font errors from occurring when your file is opened in a vector-based application by the printer. Figure 1 is an example of what a font error looks like in Illustrator.

THE DIFFERENCE BETWEEN VECTOR AND RASTER FILES

VECTOR FILES (REQUIRED FILE FORMAT)

Vector files are created in applications such as Adobe Illustrator. They are made up of lines and shapes, and their resolution (crispness) will not be affected no matter how much the art is enlarged. A vector file enlarged to the size of a football field will be as crisp as the one the size of a business card (see Figure 2). For this reason, logos are generally created in these types of applications.

Vector file types include AI, EPS, and PDF. Keep in mind that the EPS or PDF must be saved that way from a native Illustrator file in order for it to be vector.

RASTER FILES

Raster files are created in applications such as Adobe Photoshop, or are photographs. These files are not acceptable for making print plates. They are made up of pixels, or dots of color, and come in varying resolutions according to how many of these dots there are in a square inch. Increasing the size of the file also increases the size of the dots, so a crisp image the size of a business card will look fuzzy when increased to the size of a football field (see Figure 2).

Raster file types include JPG, TIF, EPS, PDF, PSD, and BMP.

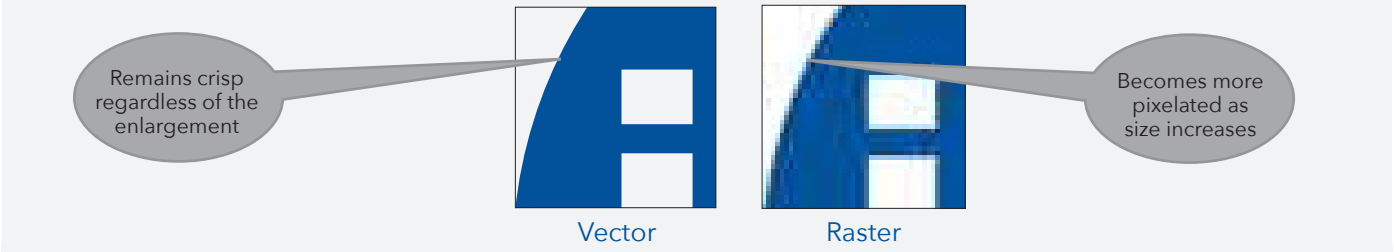

Figure 2: The difference between a vector and raster image enlarged in size.