



P R O T E U S

CUSTOM ART GUIDELINES

We cannot wait to see your fresh new board design! It is important that you follow the instructions and requirements outlined in this document to ensure that your design reaches its full potential on the finished board. If your submission does not meet all the requirements, we will not be able to produce your board or put it in our Featured Designs.

You are not committing to purchase a board by submitting a design. If your design meets all the requirements, you can purchase your board or allow others to purchase your design without any need to follow through with a purchase.

When you submit your art you have two options you can select. If you select "THIS IS PRIVATE ARTWORK" you will be provided with a link to purchase your board that you can use or share with anyone you would like to. We will not market your designs or provide others with this link. If you select "THIS ARTWORK IS ELIGIBLE FOR PUBLIC SALE AND MY COLLECTION OF ROYALTIES" you will still be given a link to purchase your board (with no obligation to do so), and you are also submitting your art into the pool to possibly selected as a "Featured Design". Only a few select designs are chosen for these limited time boards. If your design is selected, you will be notified, and it will appear in the "Featured Designs" section. You will receive \$25 for every board that is sold with your graphics until it is removed from the "Featured Designs." You will be paid at the end of the year for the grand total of your royalties.

HOW TO DESIGN YOUR BOARD

1. **Download the Design Package and open the Topsheet Template**
 - a. The Topsheet Template will give you an idea of what your board will look like when it is complete.
2. **Add your art in a separate layer of the Topsheet Template**
 - a. **Your art will need to fill the whole 68" x 13" artboard provided.** Different board sizes and alignment will cause slight variations, so the board outline will never be an exact match.
 - b. The binding insert locations, mechanism, and overall board shape are only for visualizing how your design will look. **These elements must be removed from your art before it is submitted.**
 - c. **Do not worry about scaling your art for the size of board you will be ordering.** Fit your art to the template and we will scale it for the board size you order.
3. **Raster images must be high resolution**
 - a. The best quality graphics will come from vector-based artwork, but high-quality raster images can be used if they are scaled correctly.
 - b. **300 ppi is the preferred resolution, but any raster image must be 72 ppi or higher when fully scaled to fit your design on the board.**
4. **Add a Proteus logo to your topsheet (optional)**
 - a. The Design Package has three different Proteus Logos you can incorporate into your design. Scale them and color them to match your design.
 - b. This step is not mandatory, but your art has a better chance of becoming a Featured Design if a logo is incorporated.
5. **Open the Base Template file and choose your base colors**
 - a. Every base will have the exact same logo and layout, but you get to choose which colors work best with your topsheet graphic.
 - b. Write in text over each of the 3 colored areas what color you want it to be in a hex color code to ensure we get the colors just right.
 - c. The graphics will be printed using a CMYK colors. Choose your colors in this space to get the most accurate results. Some of the brighter RGB colors cannot be printed.

6. Make different variations for your graphic (optional)

- a. You can submit up to 6 topsheet and base graphic combinations to give people options for your design.
- b. This is not mandatory, but it will increase your chances of being selected as a Featured Design.
- c. If you are going to be submitting your art with variations, each variation should be its own file, but they should all be uploaded at the same time.

7. Save your files

- a. **Each submission requires at least two files to be uploaded (one topsheet graphic and one base graphic)**
- b. If you are submitting more than one variation in an upload, make sure your desired base color schemes match your topsheets.
- c. When your art is completed, save with the following titles:
 - i. YourName-YourGraphicTitle-Top/Base-Number
 - ii. An example of a submission with 2 graphic variations:
 - 1. JohnDoe-PowderKing-Top-1.ai
 - 2. JohnDoe-PowderKing-Base-1.ai
 - 3. JohnDoe-PowderKing-Top-2.ai
 - 4. JohnDoe-PowderKing-Base-2.ai
- d. The preferred file format is .ai
 - i. Other acceptable file formats include .eps, .jpg (72dpi or higher), .png (72dpi or higher), .pdf, or .svg

8. Fill out the form on the website under Submit Your Art

- a. Design Name – Come up with a name that fits your artwork.
- b. Tell us a bit about your design (20-40 words) – This should be a description of your design that will be put on the site if your design is selected as a Featured Design. This should hype your design or talk about the inspiration for your work.
- c. Select if you want your art to be private or public
- d. Upload your files
 - i. There should be a minimum of two files and a maximum of twelve.
 - ii. If you have different graphics you have developed, they should be submitted in separate uploads with unique titles and descriptions.
- e. Send it!

9. We will evaluate your art

- a. Your art must meet all the requirements previously listed
 - i. Art fills the entire 13" x 68" artboard
 - ii. Use vector images or raster images are 72 ppi or higher
 - iii. Board outline, binding insert holes, and mechanism removed from the art
 - iv. Color codes listed in hex format (CMYK compatible)
 - v. Correct naming of files
 - vi. **No copyright violations**
- b. We reserve the right to not produce any art for any reason. If we deem that the art is offensive, or is a possible copyright violation, we will not print it.
- c. **By submitting your art to us, you are acknowledging that everything you have submitted is your unique work. We cannot check that everything submitted is your own creation. You assume full legal and monetary responsibility for any copyright violations.**

10. You get a link to your design

- a. If your design has been approved, we will provide you with a link to purchase it.
- b. If your design has been selected as one the Featured Designs, you will be notified, and each purchase will earn you \$25 that will be paid to you at the end of the year.

Board Design Tips

- Do not have graphical features that rely heavily on the location of the inserts, edges, or the mechanism. Different sized boards have slightly different insert locations and board shapes.
- Be aware of the mechanism in the center of the board. There is a small cutout and 3d section that are shown to scale in the template.
- Do not put your most important features where the binding insert patterns are. You will typically have bindings on your board and you will not be able to see those sections.
- Work in CMYK color. These are the colors that are used for print. Some RGB colors may look great on your screen but they will not be reproducible on the board.