Artwork requirements

Our Art Department is able to work to the most exacting standards to ensure that the Final product is a faithful rendition of the art reference you submit (within the limitations of our technology). However, more often than not, our clients rely on the extensive experience of our Art Department to design a good-looking product within certain broad parameters. In either case it is imperative that the art references you submit adhere to the following guidelines.

Suitable VECTOR artwork must be supplied or artwork will be charged at an hourly rate.
REVISIONS will be subject to a $ 25.00 (c) charge per revision.

Please see our web site for the definition of Vector Artwork.

FILE FORMAT REQUIREMENTS

Figure A

VECTOR ART FILE FORMATS:
-ALL TEXT MUST BE OUTLINED (CONVERT TO OBJECT)
-ALL VECTOR FILES MUST BE ACCOMPANIED BY A
 VIEWABLE FORMAT FILE (JPG OR PDF)

.ai Adobe Illustrator, version CS 2 or less

.eps Encapsulated Postscript, version CS 2 or less

.pdf Portable Document Format

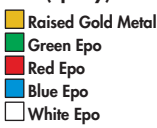**.cdr** Corel Draw, version 10 or less

BITMAPS OR PIXEL FILE FORMATS ARE ACCEPTED
ONLY FOR PRINTED 4 COLOR PROCESS ITEMS.
300 DPI RESOLUTION MINIMUM AT ACTUAL PRINT SIZE
-A HARD COPY MUST BE SUPPLIED AS COLOR REFERENCE

.psd Adobe Photoshop (CS1 or less) High resolution image

.jpg Joint Photographic Expert Group High resolution image

Figure B

Classic Color Filled (Epoxy)
- Raised Gold Metal
- Green Epo
- Red Epo
- Blue Epo
- White Epo
- Raised Metal
- Recessed Metal
3/8"   FOR PRODUCTION

Classic Hybrid (Pad Print)
- Raised Gold Metal
- Green Epo
- Red Epo
- Blue PP
- White PP
- Raised Metal
- Recessed Metal
3/8"   FOR PRODUCTION

Digical / Foto Color
- Raised Gold Metal
- 4 Color Process Dp
- cut line
3/8"

4 COLOR PROCESS
PLEASE READ BELOW
4 COLOR PROCESS GENERATES COLORS USING CYAN, MAGENTA, YELLOW AND BLACK COMBINATIONS. DUE TO THIS PROCESS AND FILE FORMAT, PMS MATCH IS NOT AVAILABLE. ALSO, DUE TO THIS TYPE OF REPRODUCTION, COLORS MAY NOT BE 100% ACCURATE AS PER THE ORIGINAL ARTWORK.

Antiqued Metal (No Color)
- Raised Antique Brass Metal
- Recessed & Texture Except Small Areas Are To Be Smooth
- Raised Metal
- Recessed Metal
3/8"   FOR PRODUCTION

OUR ART APPROVALS

Please refer to Figure B. for an example of how our legend will look on the art approval form. It will display a small description of the piece, the size and a legend describing plating and color location. In general the black & white art represents the metal portion of the item. Black indicates raised metal surfaces and white indicates recessed metal surfaces.

Artwork with colors (excluding 4 color process) will show color locations accompanied with a legend of colors used. Recessed metal surfaces may be color filled provided the color is totally outlined by raised metal in order to contain the epoxy. Recessed metal may be textured when there is no epoxy fill, in such cases "RECESSED & TEXTURE EXCEPT SMALL AREAS ARE TO BE SMOOTH" will be indicated.

USING PANTONE NUMBER (PMS) TO SPECIFY COLORS

- Specify the Pantone number (pms) when available.
- Spot color printing or colorfilling pms numbers must always be provided.
- Pls note PMS matching is not available for 4 color process printing.

ART SENT BY FAX

- Do not send photographs by fax.
- Send black and white art reference as clear and large as possible.
- It is preferable to send a colored art reference by mail (hard copy) with a legend that specifies color location and other details.
- Art work sent via fax or mail can be subject to an hourly rate charge.

  See web site for more details

THE FOLLOWING ARE NOT ACCEPTABLE AS ART REFERENCES

- Slides and transparencies.
- Color separated artwork without the composite.
- Low resolution images from the internet.

  See web site for more details

Note the following sample of how artwork translates into product

Most typical production art submitted (black raised / white recessed)

Product result (antique finish) Hollow images with minimal contrast or definition.

* Recommended production art * (black raised / white recessed)

Product result (antique finish) Raised solid images for best contrast and look