

GUIDELINES FOR USUABLE ARTWORK

Unless you are a graphic artist you may be confused about what we are requesting when we say on the website, “price includes logo if clean artwork is provided”. This is a simplified version of what we need. Feel free to contact us with your questions.

How to get artwork to us:

The preferred way to provide artwork is via email. If the file is larger than 5 MB you can send it by compressing it or by using www.yousendit.com

What we need:

We are looking for what is called vector art. This is sometimes called line art. It has very crisp, clean edges and has usually been created by a graphic designer. It will be formatted as .eps(Encapsulated PostScript) , .ai (Adobe Illustrator,) or .cdr (Corel Draw).

If the file has been created by Macintosh, we will ask that you reformat it for PC in version CS2.

Sometimes a file will be correctly sent to us but we will have issues because we do not have the fonts used in your artwork. In those cases we will ask you to have your graphic people convert the text to curves/outline.

For most of our awards (crystal, glass, acrylic, marble, and lasered plates) we need black & white artwork. This means no colors, or gradients of color, or grayscale.

Back Up Plan:

Rather than frustrate our customers we have a plan in place to help when you cannot provide the correctly formatted artwork. We offer to recreate your artwork and send the good files back to you for your future projects. This takes 12-24 hours and the prices are as follows:

\$25* This is for black & white artwork which is what we need for most of our awards (acrylic, crystal, lasered items)

\$35* This is for colored artwork

*If your artwork is extremely detailed the price may be more but we can give you a quote before proceeding.

What it looks like:

BAD



GOOD



BAD



BAD



GOOD



We want your awards to be the best quality possible. You are paying for a quality award and we want you to have quality results.