



DESIGN MARK FORMATS & IMAGE FILES **Guidelines for submitting your art files...**

These guidelines are set in order to produce the highest quality possible to showcase your proud achievements.

COLOR – Please indicate the Pantone (PMS) color number if your logo has color. (Note: White areas of the logo will appear transparent and the color of metal, parchment, or glass you have chosen will show through in those areas.) If your logo color is not based on the Pantone Matching System, you may also provide a hard copy (along with the digital image) to allow for the best match possible.

Preferred Formats:

No Art Charge

- Line art saved as a PC formatted vector file such as Illustrator (.ai) or CorelDraw (.cdr). CorelDraw files should be saved as a Version 7 file to ensure compatibility.
- All fonts need to be converted to curves/outlines/paths.

Acceptable Formats:

May Incur an Art Charge if the following specifications are not met.

- Digital bitmap files meeting the following specifications:
 - ◆ The image is at least **300 dpi** and at least 4 inches in size.
 - ◆ The image is **.eps, .psd, .tif, .jpg, or .bmp**.

➤ **Please note that we cannot accept the following formats: .gif, .doc, .ppt, .pdf.**

Tips, Suggestions and Common Misconceptions...

- **No art department or unfamiliar with file formats, resolution, etc.?**
 - ◆ Check with your marketing department for your design / logos.
 - ◆ What design / logo does your printer use for letterhead and other business documents?
 - ◆ Design / logo will most likely be a copy or original art file from the artist who created the image for your company.
 - ◆ Print your logo – if it doesn't look good on paper, it won't look good on your chosen patent or trademark product.
- **The following methods do not produce the desired results with high quality:**
 - ◆ **“Save As” function** – creating a .tif from a jpeg or other unacceptable formats **does not** make them usable.
 - ◆ **Forced Resolution** – resolution is based on the original image and should not be forced (i.e. forcing 72 dpi/resolution up to 300 dpi/resolution).
 - ◆ **Web / Internet Images** – are optimized for download speed and therefore not suitable for reproduction.
 - ◆ **Business Card Logos** – these are generally too small to scan and reproduce well. They should only be sent if you have nothing else available.