

Enhanced Images Art Guidelines

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Layout Submission:

- Logo: Please send us the logo only; we will typeset the rest for you from your instructions. A drawing is helpful.
- Photograph: Please send us the photograph in CMYK mode 350 dpi or better at actual image size or larger. Do not typeset or place logo over the photograph, we will place your logo and typeset your copy for you from your instructions. A drawing is helpful.
- Full Bleeds: Photographs or art requiring full bleeds: Allow for 1/8" trim on each side, subject should not be any closer to the finished edge than 3/16".
- All image files must be sent separately from text files and logo files.
- Text must not have any visual treatments such as gradients, drop shadows, bevels, etc. Visual treatments are available on some products; our art department will be happy to create the treatment for you if you request it.
- Text must not be smaller than 5 points. Decorative fonts with thin lines may present problems at 5 points. We will let you know if there is a problem.
- Logo Design: If you want to design your own logo in Photoshop, design it with black letters on a white background, 200% of actual size at 1200 dpi

Camera Ready Art:

- Camera-ready artwork is required: otherwise additional art charges may apply. Faxes are not acceptable art for reproduction. Artwork must be submitted with fonts and with a minimum 350 dpi resolution. All non-standard fonts must be supplied. Artwork must be submitted in a vector graphics format, preferably using Adobe Illustrator. Other programs such as Freehand and Corel Draw are acceptable, but the finished art should be saved in the Illustrator format.

Accepted Programs:

- Adobe Illustrator CS-5 or earlier, Save as Adobe Illustrator file, convert text to outlines.
- Photoshop CS-5 or earlier, (PSD Photoshop file is preferred)
- Any Original Files (original art from a graphic artist is best) including high resolution JPEG (we will determine if the file is usable)

Fonts:

- List all font names
- Convert all text to paths or outlines (Vector Art)
- Attach font files with art submission.

Support Files:

- EPS-Illustrator: Save as Illustrator EPS
- TIFF save as 350 dpi or better at actual size or larger
- PDF must contain vector art at a high resolution (350 dpi or better at actual size or larger)
- PSD (Photoshop) Do not flatten image if at all possible

Additional Charges:

- The first half hour is included in the price of the set up charge.
- Additional time required for art will be charged at \$40 per half hour or portion thereof.