

E&E NAMEPLATES, INC.

Electronic File / Artwork Specifications

IMAGES:

Please provide vector image files (points, paths & fills) so that we can change any color or shape if it becomes necessary.

We generally can't print Raster files (images broken up into small bits/squares) such as TIF and JPG files from Photoshop or from the internet. They are usually low resolution, they don't use spot colors, and they are not editable.

DOCUMENTS: We prefer editable format files in this order --

Illustrator AI files (version CS5 or earlier) *If you are using a newer version of Illustrator, make a copy of your document and save it down to version CS5 to send us.*

Corel files saved as AI

Acrobat PDF files from editable art (select no compression, and preserve editing capabilities)

CAD files saved as DWG (R14 format), or some DXF files.

Check your CAD files before sending them -- common problems include low resolution "chunky" curves, and items that are outlined instead of filled (small text and symbols will look filled in or smeared). Leave text as text--don't turn text into path segments.

Images in applications such as **Microsoft PowerPoint** or **Word** are almost never successful since the graphics generally can't be edited or separated.

Make sure to send us digital copies of all images used in your file, including embedded images.

FONTS:

Please include ALL fonts used in the document, or convert text to outlines/paths/curves.

A minimum size of 6 points should be used on plain fonts with no serifs. Intricate fonts must be much larger. The font type, amount of text, and placement of text will determine the possible print size. We will advise you if your text size needs to be increased for optimum print quality and readability.

COLORS:

Colored graphics and documents should be in CMYK mode. **They should be set up as spot colors** instead of process colors. *Delete any unused colors from your document's palette before sending.* (CMYK is for the electronic file only. *In order to custom match colors on your printed parts, a PMS number or actual color sample must be provided.*)

BORDERS:

Borders require close registration that increases the time in printing and finishing, and could add cost to your product. We recommend a minimum of .125" (or 9 pt) between any printing and the edge of the label to ensure proper cutting and a more visually pleasing border.

LINES or RULES:

Please keep any lines or rules to a minimum thickness of .007" (or .5 pt). Thicker will print better.

RESOLUTION:

Images should be one-color and a minimum of 300 dpi when printed at 100%. Avoid using graphics and logos downloaded from the Internet. They are generally low resolution and will look very bad.

Images must be created at the correct resolution. *Do not resample images to increase resolution.* Resampling only helps when decreasing the size of the image.

MISC.:

The document's pasteboard area (the area outside the actual document) should be empty.

If a digital file cannot be supplied, black and white, camera-ready, color-separated prints with crop and registration marks may be mailed. A color copy must also be included for reference.