

August 15, 2002

List of Acceptable Logo formats in order of preference:

- 1) Program: Autocad 13 or 14 with a file extension .DXF, DWG, EPS
- 2) Program: Corel Draw with a file extension .CDR, EPS
- 3) Program: Adobe Illustrator with a file extension .AI
- 4) Camera ready artwork (as large as possible but not to exceed 8 ½" X 11")  
(additional charges applicable for c.r.a.)

Color selections can be referenced as Pantone Matching System (PMS), Wilson Art or Color Plus only.

Unacceptable programs are MS Paint which creates a pixel bitmap and any file with one of the following file extensions: .BMP, .TIF, .JPG, .GIF, and .PNG., anything in a Bitmap format.

The reason some formats are not acceptable is that in order for production to set engraving machines the image needs to have clean lines. Vector line like those specified for Autocad are perfect for computer aided manufacturing.

Glossary:

PMS – or Pantone is a universal system of color specifications that all printers and ink manufacturers adhere to. Colors must specify coated or uncoated.

Color Plus – see Egan Color Guide

Bitmap – A bitmap image are square dots (pixels) individually joined. When the image is enlarged curved edges appear jagged.

Vector - A vector image is a mathematical series of points joined by lines. Each object in a vector file is a self contained entity, therefore being able to be moved and changed without effecting it's original clarity or resolution.

Leadtime for logos is 6 weeks from receipt of artwork in one of the above acceptable formats.