

Artwork Specifications

PRODUCTION-READY ART DEFINITION

Artwork submitted electronically that is vector based and created in Adobe Illustrator (.ai) or CoreIDRAW (.eps or .pdf). Exception: JPEG images, 300 dpi are acceptable for slant top dome logos. Art for slant top dome logos must be at least 4 times larger than the finished size.

PREFERRED FORMATS

PDF, EPS, Adobe Illustrator version 10 or higher, all containing vector data, or JPEG (domed logos only).

OTHER ACCEPTABLE FORMATS

Word, PowerPoint, Excel, Publisher, JPEG, GIF, WMF, scans of logos/letterhead/business cards, or page layout files (Quark, PageMaker, InDesign). These files may be subject to longer lead times.

SUBMIT ALL ARTWORK TO:

art@sanford.com

- Include the purchase order number in the subject line.
- Distributor name, city, state, and phone number must accompany the email.
- All fonts must be in outline form.
- Black and white art is acceptable, with colors specified within the email.
- If art is multi-colored, a color composite file is preferred (no separations).
- **A copy of artwork (even when sent electronically) must be included with your purchase order.**



*Artwork will be maximized to imprint windows unless otherwise specified

ADDITIONAL INFORMATION

- Files received without vector data or in an unacceptable format are subject to a longer lead time.
- Any non-production-ready artwork will be redrawn to conform to our standards.
- Non-production-ready artwork is subject to a minimum art charge of \$63(G).
- All artwork received is modified to meet product specifications and minimum printing requirements.
- Artwork containing gradients will require a pre-production sample prior to production of entire order. Call Customer Service for additional information.

NON-ELECTRONIC ARTWORK

Submit with the purchase order. This art will be subject to a longer lead time and additional art charges unless submitted on CD in an acceptable format. Faxed art will not be accepted.

IMPRINT/ENGRAVE POSITION

Unless specified, imprinting will be right handed for writing mode position.

IMPRINT COLOR MATCHES

It is our intention to match as closely as possible to all Pantone numbers/color swatches. However, as our inks have to comply with certain safety standards, it is not always possible to give a perfect match, especially on units other than white. This may result in a significant color difference when printing on colored units, e.g., red on black units, yellow on blue units. Please take this into consideration. See guidelines on pages 126-127.

Imprint and Engraving Typestyles

The following list of typestyles illustrates a sampling of those most popularly requested for imprinting, as well as copy or personalization engraving. We are able to italicize any of the fonts as long as it is indicated on your purchase order. Engraving size for copy & personalization will vary depending on the font and engraving area available.

Sanford artists reserve the right to size the font for best overall appearance. We do not recommend script-style fonts in all upper case letters. If we do not have your desired font, fonts sent in on disc or e-mail will be accepted (please provide it upon request in a True Type format).

Arial 123

Arial Narrow 123

Avant Garde BK BT 123

Benguiat Frisky 123

Bodoni MT 123

Bookman Old Style 123

Brush Script 123

Century Gothic 123

Century Schoolbook 123

Complex 123

Cooper Black BT 123

Eras Demi ITC 123

Eurostile 123

Franklin Gothic Book 123

Garamond 123

Gill Sans MT 123

Helvetica Light 123

Kaufman Bold BT 123

Lucida Handwriting 123

Lucida Sans 123

Monotype Corsiva 123

Palatino Linotype 123

Park Avenue 123

Rockwell 123

Stylus BT 123

TECHNIC 123

Times New Roman 123

Verdana 123

Zapf Chancery 123