

ARTWORK GUIDELINES IN BRIEF

Send to: art@pensonline.co.nz

Art Type: Vector Art

File Formats: EPS, PDF or AI

Minimum: **No half tones and screens**
Writing Instruments & Lighters
- Line Weight - 0.5pt or larger
- Type Sizes - 6pt or larger
Notebooks & Padfolios
- Line Weight - 1.5pt or larger
- Type Sizes - refer to cat.
page 106 & 107.

Production ready artwork, vector art provided by disk or email to art@pensonline.co.nz. Please only include the Purchase Order number or Keyword (message name) associated with your artwork on the subject line and include your company name and contact information in the body of the email.

If you need artwork designed, we recommend that you use an advertising agency or graphic artist.

ARTWORK GUIDELINES IN DETAIL

For the best quality decoration and most efficient service, provide artwork in the following format. VECTOR ART in Adobe Illustrator AI, EPS or PDF.

The quality of your imprint begins with your artwork. All orders requiring production art should include black and white line artwork. We recommend digitally produced art (VECTOR ART) for the cleanest, sharpest imprint. Your graphic designer or advertising agency can supply this. At no additional charge, BIC can

set copy and do light touch-ups. BIC reserves the right to delay or reject any order based on artwork received. We are unable to print gradients, stipples or percentages of colours.

*NOT USABLE AS ART: faxes, copies of faxes, and products with curved surfaces.

Digital Art

The highest quality art is VECTOR ART (refer to Vector Art sub header below). This is digital art created with line drawing software such as CorelDraw or Adobe Illustrator. It is "resolution independent". This means that it can be enlarged without affecting the quality of your imprint.

Raster Art

Raster Art is "resolution dependent". When you change the size of an imprint, you change the quality. Enlarging a JPEG, TIFF, BITMAP, or PSD (PhotoShop) file will, in most cases, create a fuzzy and poor quality image. Bitmap files must be supplied at least 200% of final size where possible and at the highest resolution (600dpi or greater) to make the finest quality imprint. Please, NO HALF TONES, SCREENS OR SHADES OF GREY.

Minimum Line Weights & Type Sizes

Writing Instruments & Lighters:

The general rule is to keep all copy 6pt or larger. Lines should be no thinner than .5pt. We will redraw half tones and screens, filling them in or outlining them, and reset copy when necessary.

BIC Graphic reserves the right to modify your art if it does not meet these quality standards.

Vector Art

Some tips and simple rules to follow when you send electronic files for output.

1. Vector Art is perfect for type and logos because the lines are sharp and defined. You can easily change colours and resize any part of the art without affecting the resolution. These are usually files that have been created in Adobe Illustrator and CorelDraw.
2. Remember to turn your fonts into "OUTLINES" in Illustrator or "EXPORT as CURVES" when using CorelDraw. This turns your fonts into Vector Art, too.
3. Create the art in Adobe Illustrator and CorelDraw and save as an EPS (Encapsulated PostScript) file.
4. Art must be at 100% size.
5. Scans saved as an EPS do not count. They are usually too rough and have to be redrawn.
6. Fonts that have NOT been OUTLINED (or exported as curves) WILL NOT PRINT properly. Even if we have the font in our system, the size and shape of the letters as well as the spacings between them often changes.

Proofs

PaperProofs are provided at no-charge for each order. This is only when artwork is received as vector art either PDF, EPS, or AI formats. PaperProof changes may attract an artroom processing charge. Any applicable charges will be presented to the distributor representative for approval prior to changes being made.