

High-quality artwork is required for all processes. All artwork will be reviewed by a designer and adjustments to your order made if necessary. These adjustments will be shown on your proof prior to production. If any adjustments to your artwork must be made by Coller Industries, additional charges may apply.

Unfortunately, we cannot consider photocopies, business cards, faxes, printed products, or photos of the above to be camera-ready artwork. We can quote most jobs by using such artwork, but we cannot use this art for production.

Artwork submitted should be PC compatible. If you want to submit files that have been created on a Macintosh, please convert ALL text to curves and save in a PC compatible format.

All art received by Coller Industries must be in compliance with all trademark, copyright, patent, or related laws or acts and are the responsibility of the customer. Customer assumes full responsibility for all claims and/or litigation arising from alleged infringement of licenses, patents or copyrights on any requested design or copy.

File Formats Accepted

Laser engraving, hot-stamping, imprinted ribbons, and silk-screened lanyards all require vector art files. Full color name tags, Mighty Badges, reusable name plates, full color ribbons, and dye sublimated lanyards may use either vector or bitmap artwork (300 dpi or better).

VECTOR ART - These include files created in *Encapsulated postscript (.eps)*, *Illustrator (.ai)*, and *CorelDraw (.cdr)*. *PDF files (.pdf)* will sometimes contain vector information, but not always. Just because an image has been saved in one of these formats does not mean the artwork itself has vector information included. Before submitting your artwork, convert all text to curves or outlines.

Vectorart means the computer mathematically plots the outline of each shape, and applies a fill color. The computer knows exactly what shapes are in the image. If you zoom in on a vector file the colors remain clear, the edges clean and well defined (see sample above). Unless you have a vector program on your computer (Illustrator, CorelDraw) these files will not be viewable.

BITMAP ART - These include *Image files (.jpg, .gif, .png, .tif, .bmp)*, *Photo Shop Documents (.psd)*, *PhotoPaint files (.ppt)*, and *PDFs (.pdf)*. All images need to be high

quality, 300 dpi or better. An image from the internet (usually a .jpg, .png, or .gif saved at a resolution of 72 dpi) may look great on your monitor, but will not print well. You can not improve the quality of the image simply by saving it with higher dpi settings. The image will have more dots per inch - but the quality will remain the same or even degrade further.

Bitmap art uses a grid of tiny squares of color (pixels) to create the image. The computer will not know what shape is in the image, because it does not recognize a black pixel versus a white pixel. When you zoom in on a low quality bitmapped image you will see squares, rough edges and uneven colors (see sample above).

Vector Art Creation

If you do not have a vector art version of your logo available, you have three options: (1) switch to a process that does not require it (if available), (2) complete the job without the artwork, (3) authorize the creation of vector artwork. Our design team will contact you if there are issues with your artwork so that you may decide how to proceed.

VECTOR ART CREATION FEE: \$30.00

- pre-paid before file conversion begins. You will be charged for this service even if an order is not completed. At your request, we can send the completed files to you for your use. There is a 24-hour turnaround time for vector file creation, which will delay the arrival of your proof.

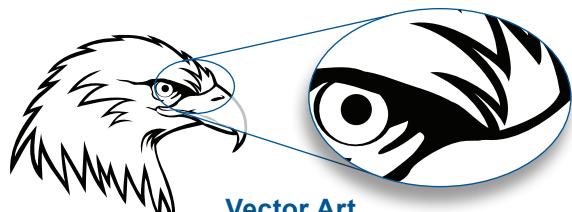
Customer Supplied Layouts

NAME TAGS, NAME PLATES, & PHOTOIDS

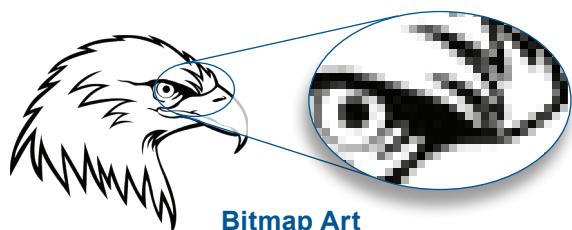
We are happy to accept your designs for your project. However, these products must be set up using our proprietary software. You may submit one example with the name and other variable information on it, and also submit a file that contains only the elements that will remain EXACTLY the same on every piece. We will match your layout, adjusting for the printing requirements and limitations of our machines.

All variable elements will be inserted in the same place, same font, same size, and can not be adjusted on a piece-by-piece basis. Layouts are therefore set up to accommodate the longest name/title information and all other variables will then fit in that same space. If you'd like a specific font used for your variable information, please include the name of the font.

Art Requirements



Vector Art



Bitmap Art

FULL COLOR NAME TAGS - If you are creating a tag that will have an image that fills the background area of the tag or meets the edge (full bleed), create your background image to the exact size of the tag. No overlap or "bleed" area is required. Keep the corners of your image square, even if you plan on rounding the corners on the tag.

FULL COLOR RIBBONS - Templates for the layout requirements of these products are available on our website: www.personalized-ribbons.com/resources/full-color-instructions.php. You must know the exact product and size that you are ordering to choose the correct template.

Color Matching

Pantone Matching System (PMS) colors are the best way to let us know what colors are expected. We make reasonable efforts to match these colors, however we do not offer exact color matches due to limitations of the production processes.

Due to differences in screen calibration and limitations of digital display, the colors you see represented on your digital proof may not be the exact colors of the final product.

The color of hot stamping, engraving, and surfaces are limited to available materials. Variations in materials, stamping foils, printer ribbons, equipment, and environmental factors preclude any guarantee of color.

If your color requirements are specific, you may request a sample of the material or a First Article to verify you are satisfied with the color before proceeding with the full order. First Article not available for full color ribbons or dye sublimated lanyards.