

LOGGERHEAD DECO ART SUBMISSION GUIDELINES

Our mission is to provide the highest quality graphics for our customers. To help accomplish this, we ask you to follow the guidelines outlined on this sheet. Please email us with any questions and pass these guidelines on to your graphic design if necessary.

Vector vs. Bitmapped (Raster)

Electronic graphic files fall into two categories: vector and raster (or bitmapped). The difference between these two file types is how they are created. Vector images are created using nodes, lines and curves. Raster images are created using pixels such as you would get from a digital camera or scanner.

Vector is the preferred format for everything we do, especially logos and/or text.

Bitmapped file formats such as JPG, TIF, PNG must be used for any photographic or halftone image. It is NOT the preferred format for logo or text reproduction.

File Formats

Please submit files in their native format. For example, a file create in Adobe Illustrator should be saved as a native Illustrator Document (.AI). However, PDF files of vectorized art are acceptable too. Always save files for “backward compatibility” – newer versions of Adobe Illustrator may not be supported. As mentioned above, designs and logos should be submitted in vector format.

Links & Fonts

Links must be included. Do not embed linked vector or bitmap images if you are using a layout application such as Adobe InDesign. Fonts should be converted to outlines. We cannot guarantee the correct reproduction of files with missing fonts. As a reminder, if we do not have fonts we cannot make any grammatical or content changes to the text.

Color Mode

Files may be submitted in CMYK or RGB. You may also include PMS colors in your graphics. PMS colors will be matched as closely as possible. Keep them as spot colors in your documents to ensure a more accurate match.

Supported Software Programs

Adobe Illustrator for vectorized art (.ai)
Adobe PDF for vectorized art (.pdf)
Adobe Photoshop for raster/bitmaps (.jpg)

Note: Always save files for backward compatibility.

Software Not Supported

Microsoft Office
Macromedia Fireworks
Corel Word Perfect
Computer Aided Drafting Programs

Supported Transfer Media

Email attachments
Dropbox
dropbox.com/LHD Customer Artwork
CD/DVD ROM
USB Flash memory drives

Confused?

Don't worry, your graphics person will understand these guidelines and the terminology. If you're working alone on this project, send what you have for an estimate to create your design.

ldwidesign@gmail.com

Find us at! Follow us at!



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