

GUIDELINES FOR SUPPLYING COMPUTER GENERATED ARTWORK

Important Information

When providing digital artwork these guidelines MUST be followed in order to proceed:

- Hard copy of the artwork desired. This will enable us to be sure that your file has opened correctly. If the artwork provided is to be used for engraving or glass etching, it MUST be **black & white line art**. No grayscale, halftones, or shading is acceptable for these processes. If your art is to be imprinted in color, we MUST have a hard copy printout showing us the colors we are trying to match.
- All digital artwork submitted MUST meet our artwork requirements as shown below or your order may be delayed and/or additional artwork charges may be incurred. Art charges are \$60.00 per hour. Please contact us to be sure your art work will with our processes.

Definitions

- **Platform** - We are a PC-based company. All Macintosh files must be provided in a PC compatible format.
- **Resolution** - Our processes require a minimum of 300 dpi resolution. Graphics designed for use on the internet are NOT acceptable.
- **Hard Copy** - It is REQUIRED that you provide a hard copy of the artwork and any special instructions with any digital file submitted. This may be faxed to (630) 898-2465.
- **Quality** - Simply because the file is in a digital format that we can accept does not mean it will be clean and useable. Faxed, scanned, or art which has been reproduced numerous times will not look its best without additional cleanup efforts. We reserve the right to refuse any artwork that will not meet our standards of product quality when reproduced with our equipment and processes.
- **Black & White Line Art** - This is our preferred type of art. Black and white line art contains black and white lines ONLY. No shades of gray or halftones can be used when this art format is requested. Halftone art will contain shades of gray or gradients. Some of our processes will NOT produce this type of artwork without additional refinement.
- **Color Art** - A composite proof and separated color plates are also beneficial. Please send the art plates and label each color by the exact Pantone number wanted.

- **E-Mail** - Naming protocol is important. Please do not name your artwork file “logo”. Instead, please name the file using an easily identified label such as “festival logo”. You may send your artwork to info@midwestawardscorp.com.

Programs

- **CorelDraw** (Windows) .cdr – Version 11.0 or lower, please convert text to curves.
- **Adobe Illustrator** (Windows) .ai/.eps – Save to CS3 or lower and convert text to outline. Include specific fonts if required.
- **Adobe PDF** .pdf – Separate editable .pdf and include specific fonts if required. NOTE: the file must be acceptable quality before saving into PDF format. Saving a low-resolution raster image into a PDF file does not make it acceptable.

Unacceptable Formats

We are **unable** to achieve satisfactory results when graphics are submitted in the following formats:

- Microsoft Word (.doc)
- Microsoft Excel (.xls)
- .jpg
- .tif
- .bmp

Feel free to call or e-mail us with any questions you may have. We are always happy to help.