



## **ART GUIDELINES: CALENDAR IMPRINTING**

**Free Calendar Art Options:** We can typeset your imprint ~ Combine your production-ready\* digital logo art with typesetting ~ or, you can send us complete production-ready\* art files with your order! A proof is sent by email or fax for your approval at no additional charge.

**We accept the following files in either Mac or PC formats via e-mail (CD or DVD by mail):**

- **EPS, JPG, TIF, PDF, PSD** - These files can be created with these supported applications: Adobe Illustrator, PhotoShop, and QuarkXpress. MSWord.doc files may be usable if no screens or fine line details are used. .GIF, .BMP, .WMF, PowerPoint, and CorelDraw files are not acceptable.
- **Line art files (typed copy) : 1,200 DPI minimum. Tonal art files (images) : 300 DPI minimum.** Files must be to 100% size in 1 color black - not RGB or CMYK color files.
- **Convert all art and text to "images" or "outlines" to preserve appearance of fonts.**
- **Supply linked graphics, not embedded, if applicable.**
- **Text and copy should not be closer than 1/8" inch to all outline edges.**
- **Imprint area outline below is an aid for positioning copy only. Do not include outline in final art file.**

If the above is unfamiliar, we encourage you to consult the graphic design or printing specialist your organization uses. Alternatively you may submit art files with your order subject to additional charges. Charges to create production ready art from supplied files average \$45.00 and we will advise you if charges exceed that amount upon review.

### **Color Imprinting Options:**

Colors other than our standard black require additional charges - Please call for pricing. Spot color breaks, if any, must be specified in your file. Please send a .pdf version by email or fax a copy with color breaks marked to verify appearance.

### **Actual Imprint Area Outline size at right is 2 3/4" (7cm) between points - confirm size when printing.**

To print full size, set Adobe Reader Print Settings to 100%. "Page Scaling" should be set to "None" under Page Handling. Your printer's "Print To Scale" settings should also be off.

### **SUBMITTING YOUR ART**

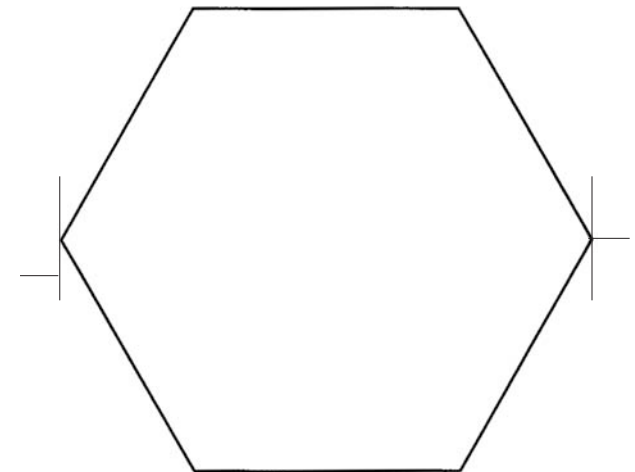
E-mail art as an attachment to [art@graphics3inc.com](mailto:art@graphics3inc.com) with, or after, placing your order. Please references order name or number and include any instructions regarding copy or typesetting you require. Include the application name & version used to create the files.

### **Art Notes**

**\*Production-Ready Art:** 100% size and requiring no alteration for high-resolution reproduction beyond positioning.

**Scanning logos and set type:** Only photographic images should be scanned at 300 dpi. Scanning Text & logo line art or drawings is not recommended however scanning at 1600 dpi can reduce pixilation to usable levels. Setting type directly within Photoshop rather than scanning text will produce sharper type. Scanned art imported into a vector program like Illustrator or Freehand and saved as a .eps does not make it a true vector file - it remains a bitmap.

**Fonts:** Converting fonts into "paths" or "outlines" prevents font incompatibilities and ensures art has the appearance intended without the necessity of including separate font files. Fonts are not editable after conversion so you may wish to save an editable version.



**Actual Imprint area is  
2 3/4" (7cm) across  
between opposite points**