

# GUIDELINES FOR USABLE ARTWORK

**What I need:**

I am looking for what is called vector art. This is sometimes called line art. It has very crisp, clean edges and has usually been created by a graphic designer. It will be formatted as .eps(Encapsulated PostScript), .ai (Adobe Illustrator) or .cdr (Corel Draw).

If the file has been created by Macintosh, I ask that you reformat it for PC in version CS2.

Sometimes a file will be correctly sent but I will have issues because I do not have the fonts used in your artwork. In those cases I will ask you to have your graphic people convert the text to curves/outline. For most of my awards I need black & white artwork. This means no colors, or gradients of color, or grayscale.

**Back Up Plan:**

Rather than frustrate my customers I have a plan in place to help when you cannot provide the correctly formatted artwork. I offer to recreate your artwork and send the good files back to you for your future projects. The prices are \$25\* for black & white artwork which is what I need for most of my awards (acrylic, crystal, laser engraved items)

\*If you artwork is extremely detailed the price may be more but I can give you a quote before proceeding.

**What it looks like:**



I want your awards to be the best quality possible. You are paying for a quality award and I want you to have quality results.