

Specifications for logo

To assure optimal reproduction and constance of your graphic image, please provide us with your logo as described below :

- File formats accepted : a VECTOR version of your logo designed in Adobe Illustrator (.ai or .eps) or CorelDRAW X7 (.cdr) or previous versions.
- If the logo was designed in Photoshop, supply a **complete version** (with layers), at a resolution of 300 dpi minimum (at print size) with the texts converted to objects. **Please note that this kind of logo often causes reproduction problems and should be avoided.**
- All texts must be converted to curves (please indicate the fonts used)
or
fonts must be included
- If available, include the graphic norms.
- List official colours (Pantone) as well as the CMYK, RGB and Hex equivalent.
- Always include a high resolution PDF for reference.

AVOID:

- File formats .bmp, .jpg, .png or .gif.
- Logos in CMYK or RGB, unless you can list the official colours or if the logo was designed that way. In that case, we will find the Pantone equivalence.
- Files .bmp, .jpg, .png or .gif saved as .eps, .ai or .pdf.

Specifications for supplied artwork

If you plan on supplying artwork for a project to be printed, it is always preferable to contact us before you begin to design. Depending on the type of product, we can indicate the parameters to respect to guarantee optimal reproduction quality as well as avoid delays and fees.

However, some parameters are valid for most projects:

- File formats accepted: high resolution PDF (preferred), Adobe Illustrator or Indesign (.ai, .eps or .indd) or CorelDRAW X7 (.cdr) or previous versions.
- If the design was done in Photoshop, supply a **complete version (with layers)**, at a resolution of **300 dpi** minimum (at print size) with the texts converted to objects.
- If the image bleeds, add 0.125" to all sides.
- Fonts must be included
or
all texts must be converted to curves (please indicate the fonts used).
- All images must be at a minimum resolution of **300 dpi**. Please provide all linked images or include them in the artwork.
- Colors must be appropriate to the printing method used, flat (Pantone) or process colours.
- Always include a high resolution PDF for reference.

AVOID:

- Word, WordPerfect, Excel, Publisher or PowerPoint files.

PLASTIC CARDS

It is preferable to use enriched black (C: 65 % – M: 65 % – Y: 65 % – K: 100 %) to guarantee the opacity of the black.

This only applies to large surfaces. Texts must remain 100 % black only.

Size of Cards: 3.375" x 2.125"

