

Imprinting Guidelines

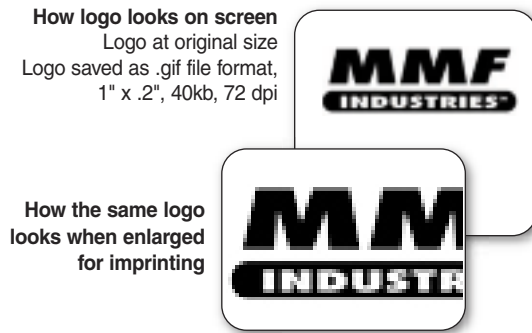
Imprinting Guidelines

Quality logo imprints begin with quality artwork

At MMF, we strive to ensure that you are delighted with the quality of your imprinted products. Please submit your artwork per the guidelines below so we may begin processing your order.

What is print-ready logo artwork?

Logo artwork should be sharp and clean with no rough or jagged edges. Many times, artwork will look good on screen or when printed at a small size. But, when enlarged to the size needed for your imprinted product, any imperfections are also magnified as shown in the example below. To ensure that your order is processed immediately and your artwork reproduces well, be sure your artwork meets the requirements listed in the *Guidelines for Submitting Artwork*.



Not sure where to get print-ready logo artwork?

You may want to start by checking with your marketing, public relations, advertising or art resource to find the artwork that your company uses for print production.

Unable to provide print-ready logo artwork?

If you prefer, instead of a logo, we can create straight-line copy. Just specify the copy and the desired typeface/font (provide font name and a printed example), and we will match it as closely as possible. Or, if you would like to use your logo and are not sure if it is print-ready, send us the best quality, largest logo that you have and see details about our Art Retouch Service below.

Art Retouch Service: If your logo is in a format that will not produce a quality imprint, we will be happy to provide a quote to retouch your art. Charges for retouching artwork are billed at \$50.00 per hour with your prior authorization. This is a one-time art retouch charge, so unless your artwork changes, we will use your retouched logo for all future orders. Upon request, we will send a copy of the retouched art file to you.

Guidelines for Submitting Artwork (for the artwork preparer)

Electronic Artwork Requirements

- Preferred file format: Vector images created in Adobe Illustrator CS3 or earlier (file names ending with .eps or .ai).
- Acceptable file formats: QuarkXpress 7.0 or earlier, PDF.
- Convert all text to outlines.
- Include all fonts and linked graphics.
- Raster images (file names ending in tif, .jpg or .psd) will be reviewed by the art department to determine if acceptable. Please note that saving a placed raster file as .eps does not qualify as vector art.
- Low-resolution electronic files such as Microsoft Word (.doc) and web images (.bmp and .gif) are not acceptable.
- Email files (call Customer Service for email address) or place on CD, DVD, Zip disk or 3.5" floppy disk.

If electronic artwork is not available, please submit hardcopy artwork per the following guidelines.

Hardcopy Artwork Requirements

- Preferred hardcopy format: Black ink laser copy printed at 600 dpi, to same size as desired imprint.
- No grayscale images.
- Image should be clear and clean, with no rough/jagged edges. The quality seen on the printout is what can be expected on the product.
- Do not fold, staple or tape hardcopy artwork.
- Faxes, photocopies and textured letterhead or business cards are not acceptable artwork.
- Call Customer Service for mailing information.

General Guidelines

- Specify imprint colors with PMS ink color(s).
- Do not create process, CMYK or RGB colors or gradients.
- Artwork for envelopes should not bleed; all printable material (live matter) should be at least 1/8" inside the envelope trim size.

For help with your order, please call Customer Service 800-323-8181