

# MARCO

## Artwork Guidelines

In order to produce a quality imprint, there are certain art guidelines that need to be followed. In order to meet your needs, we try to base our technology on the most popular standards in the industry. Many graphic programs today are considered "cross-platform" compatible software. This means a file can be created in Windows (PC environment) and be opened up on a Macintosh computer using the same program, and respectively the reverse applies. This allows us to accept more software programs than in the past. The important components in obtaining quality artwork are the program art is sent in, the version/updates of the software, the fonts, the file format used to save the file and the linked files. We hope the guidelines in this document will help in ensuring a quality product in an efficient manner.

### ART CAN BE SUPPLIED

- Camera Ready
- E-Mail: [WebAnswers@MarcoPromotionalProducts.com](mailto:WebAnswers@MarcoPromotionalProducts.com)  
NOTE: We cannot accept e-mail attachments over 10.0 Mb in size. Files of this size will not download accurately.

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### ELECTRONIC ARTWORK

#### PLATFORM

- PC/Windows
- Able to convert Mac files as long as it is in one of the preferred software programs listed below.

#### PREFERRED SOFTWARE

- Adobe Illustrator® CS4(.eps) or (.ai) - text converted to outlines or attach a font file (PC only).
- CorelDRAW™ X5 (.cdr) - text converted to curves or attach a font file (PC only).
- Adobe Photoshop® CS4 (.psd) or (.tif) - art to size, resolution to be at least 600 DPI based on actual imprint size.

#### COMPRESSION SOFTWARE

- WinZip
- Stuffit

### CAMERA READY ART

- Art should be at least 600 dots per inch (DPI) or higher laser printer outputs at actual size.
- Artwork should be supplied on a glossy, fine grain paper.
- For multi-color imprints, you must supply color separated art for each color.

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### OTHER IMPORTANT INFORMATION

- Vector art files are required for color separations (.eps, .ai or .cdr files).
- Outline thickness should be no less than .5 points.
- Do not e-mail files larger than 10 Mb. For larger files use compression software or send on disk.
- PMS numbers are indicated for reference only. They are approximate colors based upon process printing on a white background.
- Faxes, photocopies, business cards, etc. do not have acceptable image quality to consider it camera ready art.
- Although we can accept art in programs other than those listed to the left, there may be an art charge assessed in order to provide a quality imprint.

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