

LOGO ART REQUIREMENTS (All logo art must be Vector):

Order of preference:

1. Electronic Mail
2. CD

File Formats Supported:

1. Adobe Illustrator - Saved as .ai (version CS5.5 or less)
2. Encapsulated Post Script - Saved as .eps*
3. FlexiSign - Saved as .fs (version 8.5 or less)
4. Some CAD file formats - Saved as .dxf (These files must include lines AND arcs. Files that have line segments instead of curved arcs are subject to artwork fees to make the design production ready).

***Encapsulated Post Script:** This is a standard format for saving many graphic files. This is an acceptable format as long as the native file is vector art (NOT raster/bitmap) then saved as .eps.

***NOTE:** Typography in all logo files must be saved as outlines.

The difference between vector and raster/bit map art:

A bit map is a type of graphic that is composed of pixels in a grid. Each pixel (or bit) contains color information for the image. This type of graphic is more commonly referred to as raster art. Because these files are composed of pixels/bits, they do not scale up and can not be used to produce cut files for production. These files do not work with our design software because they cannot be scaled accurately. See scale illustration below.



Raster/bit map graphics are can be found with many different file extensions. Some commonly used (but not limited to) are: .jpg, .tif, .gif, .psd, .eps, .png, .bmp, .pcx, .cpt, etc.

Vector images are constructed of lines (also called paths) and are created by software programs that use mathematical calculation to determine size, shape and color of each line. Because the image is created using precision mathematical programs like Adobe Illustrator or CorelDraw, the resulting files can easily be re-sized larger or smaller without any loss in image quality. These lines can be used to produce cut files for production.

Visual Entities can convert a raster/bit map logo to a vector logo and would provide an estimated cost for this service.

PHOTO ART REQUIREMENTS:

Order of preference:

1. Electronic Mail
2. CD
3. "Hard Copy" photographs for scanning*

File Formats Supported:

1. Adobe Photoshop - Saved as .psd (version CS5.5 or less)
2. Any digital photograph - Saved as .jpg, .tif, .gif, .psd, .eps, .png, or .bmp

***Photographs for scanning:** All photos (except those digitally/laser printed) can be scanned. Not all photos can achieve the desired outcome. The final output quality of each photo relies on the quality of the original image. For example a newspaper print scanned in will be lower quality than a 8 inch by 10 inch portrait professionally printed on glossy paper. Slides are also acceptable hard copy images, although there will be a small additional scanning fee. Almost all scanned photos require some touch-up time in photo editing software. Visual Entities will work with our clients to determine an acceptable amount of time before proceeding with this service. See example photos below.

Size requirements for photography:

Size of images for printing may vary based on expected viewing distance. For images that will be viewed from two feet away (or less) the resolution needs to be 150 dpi (dots/pixels/bits per inch) at final output size. For example: An image that will be 24 inches wide by 36 inches high and placed on the wall where people can view it from less than two feet away, will have to be at least 3600 pixels wide by 5400 pixels high.

