

# Custom Imprint Information

## NATIONAL LOGOS

National logos\* are available at no charge on all imprinted products except balloons, flap portfolios, pens/pencils and engraved items. We have most national logos available inhouse and ready for use.

## CUSTOM LOGOS

Custom logos\* are \$30.00 (except where noted). When submitting artwork for your logo please make sure it is the proper size (or larger) for printing and is sharp and clean. Black & white artwork works best for reproduction.

\*logos are any artwork or design other than straight style type used to identify your company or business

## PHOTOS and ARTWORK

- **Photos** submitted for printing should be original color or black & white photos that are sharp and clear.
- Professionally taken photos work best.
- Color copier photos or business cards with your photo do not reproduce well.
- We do not accept photos printed on a desktop printer.
- Photos taken with a softening filter may appear out of focus or fuzzy. Please make sure the photo you submit is sharp and clear.
- Please do not paper clip or staple your photo or artwork.
- We regret that we cannot retouch your photo without substantial additional cost.
- Slight color variations may occur when transferring your color photo or art to our digital image processing. This is *industry wide acceptable* as exact color matching is both extremely costly and time consuming.
- **Artwork and Logo** images should be crisp and sharp for best printing results. Faxed images are generally unacceptable and reproduce very poorly
- Custom Logos and artwork may be submitted on the product page via our new **“Custom Logo Upload”**
- Artwork and photos may also be submitted via email as an “attachment” or sent to us via U.S. Postal Service, FedEx, etc.

## INTERNET GRAPHICS

Internet graphics, graphics downloaded or saved from web pages are not acceptable as artwork for printed products. These graphics have low resolution images (usually 72 dpi- dots or pixels per inch) which are fine for screen display, but far below acceptable quality standards for printing. As a general rule, photos or artwork that were scanned for the web are too low-resolution to reproduce well in print.

## ACCEPTABLE GRAPHIC FORMATS

We accept the following formats: **.tif, .tiff, .jpg**. We also accept graphics embedded in **.pdf** (where the type has been converted to curves via postscript capable graphics programs). We **DO NOT** accept the following formats: **.gif, .bmp** or **wwf** formats. We also do not accept artwork or graphics embedded in MS Word, Powerpoint or any other word processing formats.

**IMPORTANT** - please be sure all submissions are a minimum of **300 dpi (dots per inch) for photos** and **600 dpi (dots per inch) for logos** and in **.tif (tiff) or .jpg (jpeg) format**. **No other formats will be accepted.** We reserve the right to reject submissions that will not reproduce well.

**GRAPHIC SIZES:** please make sure the artwork you are submitting is of **sufficient size to reproduce well** for the item(s) you are ordering. **example:** 1" size logo art will not reproduce well on an item where the printed size is 5"