

ARTWORK SUBMISSION

In order to obtain the most efficient service and avoid any delays, the following guidelines have been provided for submitting Artwork to H.M. Witt & Company

- The most preferred file format for production art would be vector art saved as an .ai or .eps (created in a program such as Adobe Illustrator) with all text converted to outlines or paths.
- If vector is not available to you, our art department can work with other file formats. However, there may be additional charges applied to re-format or clean up art files.
- All disks provided should be accompanied by a color hard copy and electronic files should be accompanied by either a .pdf or low resolution .jpg file for visual reference.

COLOR

For the most accurate color matching please assign PMS ® (Pantone Matching System) colors whenever possible. We cannot guarantee color matching when CMYK colors are assigned, as they may not be consistent. Colors shown on the website and in color proofs are approximate, the actual colors may vary from screen to screen.

FONTS

When submitting files for production, All fonts should be converted to outlines, curves or paths. This will eliminate the need to send fonts.

If a font must be sent, please provide us with a True Type font (*H.M. Witt & Co. uses PC platform*)

If a font substitution occurs and the font cannot be supplied by the client, we will do our best to match the typestyle as closely as possible. If necessary we will purchase the exact font(s) for any additional charges that may apply.

DIGITAL IMAGES & PRINTING

Digital printing is output from Adobe Illustrator using RIP software.

Files provided as .INDD (InDesign) or .QXD (Quark Xpress) are not recommended and would require being exported, and re-imported into Adobe Illustrator and saved as an .ai or .eps file for digital output.

In some cases additional reformatting may be required.

Additionally, the layouts in these files cannot be guaranteed as we may encounter image / font masking and/or substitution problems.

If these are the only formats available, please contact our art department for assistance.

Any bitmap photos or renderings should be provided as high resolution to ensure the highest quality output.

The final output size of the project will determine the best resolution.

Please contact our art department with any questions regarding setting up artwork print resolution.

Layouts created in Adobe Photoshop are not recommended.

To achieve the highest quality digital print, please set any copy that overlays a Photoshop image in Illustrator and convert the copy to outlines. Save the layout in Illustrator for digital output.

Any Logo/graphic downloaded or saved from a web page is not acceptable for production artwork.

These graphics are low resolution and if used, will result in a very poor quality print.

APPLICATIONS & SUBMITTAL INFORMATION

Adobe Illustrator CS3 or lower (preferred application program)

Adobe Photoshop CS2

Corel Draw 12.0

Corel Photopaint

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CD-ROM

DVD

Email: art@hmwitt.com

FTP (please contact H.M. Witt & Company for ftp site information)

For further inquiries regarding artwork submittals please contact the Art Department at **773.250.5000**