

## ART & LOGO REQUIREMENTS:

To create an exceptional award, we ask you to send us the best quality image files you have. This means that all images or logos should be sent in a clean black & white vector format. Our preferred format is always an .eps or .ai file.

We offer the option of converting raster images to vector artwork, when providing the vector format is not a possibility. A charge of \$25 would be applied to your total invoice for the conversion.

**Preferred:** a vector format saved from either Adobe Illustrator or Corel Draw.

- Acceptable file formats include .cdr, .ai, or .eps
- Please convert all fonts to curves or outlines (or supply all necessary fonts).
- There should be no linked or embedded objects in your file.
- For engraving and 1 color imprint methods: all graphics should be in black and white.

**Accepted:** non-vector format files such as .jpg or .png

- A one time logo conversion fee will be applied to your order.
- Up to 48hrs of additional art proofing time.
- For engraving and many imprint methods: Gradients, Shading, and Shadows will be removed and be rendered in in black and white.

**NOT an Option:** images in Microsoft Word, Excel, PowerPoint or other presentation files

Files may be e-mailed to **customerservice@fineawards.com** and please reference with your order number.

## WHAT IS THE DIFFERENCE BETWEEN VECTOR AND RASTER FILES?

**Vector Artwork:** Is two dimensional artwork that is made up of mathematical lines and curves. Vector files are resolution independent and can be enlarged infinitely without losing image quality. Typical File Types: .ai .eps .ps .indd .pdf .cdr

Important Note: The vector file types shown above can contain raster art. If you are unsure about your files have one of our art coordinators verify your artwork.

**Raster Artwork:** Is any artwork that is composed digitally of horizontal and vertical rows of pixels to make up an image. Raster files are resolution dependent and cannot be enlarged without losing image quality. Typical File Types: .psd .tif .jpg .gif .bmp Important Note: The file types above are always raster images and are never usable for our production process.



ACCEPTABLE: VECTOR IMAGE

Vector Artwork viewed at 100%



Vector Artwork viewed at 500%



UNACCEPTABLE: RASTER IMAGE

Vector Artwork viewed at 100%



Vector Artwork viewed at 500%

