

ARTWORK SPECIFICATIONS

Option 1: Complete Artwork Design Services

- Our skilled artists can take almost anything you can send and make it into production ready artwork. You could send a photo, sketch, scan, fax, email, website image etc, and we will do our best to create the perfect design.
- Of course, the better the original file, the better job we can do.
- Usually this service is billed in ¼ of an hour increments.
- You do not need to hire your own artist, we can do it all for you.

Option 2: Do it Yourself

- If you are familiar with typical art requirements, please see the specs below.
- Please note that for a file to be 'production ready' may mean additional alterations to your existing artwork. We can do as much or as little of the alterations as you wish. If you would like to send the art file fully production ready, then there will typically be no additional art charges.

Specs for Production Ready Art:

- All products (except photo etch and printed lapel pins) - Black and white (RGB format), vector art such as .EPS, .AI, .SVG
- For photo etched products and printed lapel pins – raster file at least 300 dpi at 100% (.PSD, .EPS, .JPG, .TIF)
- All text must be converted to curves or outlines
- To minimize any potential for delay, you may wish to also send a reference raster file (ie. JPG) to ensure that the fonts and placement of elements remains correct.
- All artwork should be emailed to your Account Representative or directly to the Art department at Artwork@atdesigns.com
- We offer 21 standard colors, but can also do PMS color matching – see Color Chart for details
- We work in Adobe Illustrator
- You may compress the files using ZIP or Stuff
- If you have trouble sending a large file through email, you can use our file upload page, or try using the free web service called www.YouSendIt.com

• All Spin Cast Products:

- All raised outside borders (black lines) should be at least 1 pt. at 100% for pins. For larger items like medals, buckles and plaques - 3 pt borders would be the minimum. However, using about 6 pt usually provides the best looking finished products.
- All raised inside lines (black lines) should be at least .75 pt. at 100%
- All recessed inside lines (white areas) should be at least 1 pt at 100%
- All text under 12 pt must be bold sans serif font at 100%
- Text under 5 pt will not reproduce properly using the spin cast process
- Everything to be color filled (white areas) should be outlined with solid black lines (ie: every object to be filled with color must be walled off).
- Reference for Photo-Etch product must be greyscale / color images at least 300 dpi
- BLACK REPRESENTS RAISED AREAS, WHITE IS RECESSED.

• Die-Cast and Die-Struck Products:

- Similar to spin cast, with the following changes:
- All raised outside borders (black lines) should be at least 1 pt. at 100%

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- All raised inside lines (black lines) should be at least .5 pt. at 100%
- All recessed inside lines (white areas) should be at least .75 pt at 100%
- Reference for Photodome product must be color vector or raster art at least 300 dpi
- All text under 10 pt must be bold sans serif font at 100%
- Text under 4 pt will not reproduce properly using the spin cast process

- **Medals and Key Chains:**

- Please note our standard loop in diagram: Click for editable loop PDF file which can be copied from this file into any vector program (86 K)

This is our standard loop.



There must be at least this much raised area at the top of loops for production purposes.

Note the following sample of how artwork translates into product

Most typical production art submitted
(black raised / white recessed)



Product result (antique finish)
Hollow images with minimal contrast or definition.



* Recommended production art
(black raised / white recessed)



Product result (antique finish)
Raised solid images for best contrast
and realistic look.

