

# TYPE SELECTION & ART GUIDE

## Choosing the Perfect Type

We will set your copy FREE of charge in any of our many standard typestyles some of which are shown below. Or we will attempt to match the typestyle of your sample from the hundreds in our Library.

### Highway Gothic C

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789

### Highway Gothic B

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789

### Baskerville Bold Acct.

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789 !"#%&'\*( )" + € £ : ? - = ; / , .

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### Franklin Gothic Extra Condensed

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789 !"#%&'\*( )" + € £ : ? - = ; / , .

### Clarendon Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789 !"#%&'\*( )" + € £ : ? - = ; / , .

### Burge<sup>ss</sup> Brush

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789 !"#%&'\*( )" + € £ : ? - = ; / , .

## Requirements for Artwork Submitted

### Art Representation - To Be Scanned

- As with most graphic reproduction systems, the quality of the original artwork is crucial to the quality of the finished product.
- Maximum artwork size is 14"x8". When sending artwork it should be cropped to actual image proportions, or a clearly marked overlay must be provided to indicate desired image area. Artwork should be left unmounted so it can be properly positioned on the scanner.
- A variety of media can be used to produce graphic images:

Transparencies - Color Separated Original Photographs

Original Artwork - Clear Black & White or Color Rendering

### Requirement for Artwork Submitted on Disk

Disk art must be submitted in IBM format in one of the following formats:

.EPS (Encapsulated Postscript Format)

.DXF (Design Exchange Format)

.AI (Adobe Illustrated Format)

These formats are acceptable as long as art is in line/point/arc format (Vector Art). Some programs create double lines when file conversions are performed. These double lines usually require more clean-up.

File names must be in the format - Filename.EPS, .DXF, or .AI. "Filename" to be the name given to the file. The file extension (.EPS, .DXF, .AI) must be included in order for us to know how the file is to be imported into our system.

Art representation (computer printout) of the file must be included for comparison. This will help us determine whether art is correct and has not been changed through importing into our design program.

- Corel Draw Users: When exporting files from Corel Draw, first remove outlines from your artwork. When outlines are left on and exported into .EPS Format, they become multiple contours (one contour for the inside of the outline and one contour for the outside of the outline). Failure to remove outlines before exporting may result in increased clean up time and artwork that does not match the original.
- Text must be converted to curves before exporting files. Files not converted to curves may default to another font when imported into our design program resulting in incorrect artwork being produced.

MAC users: Must convert files to IBM format prior to submitting

Quark Files: Are not compatible with our software programs.