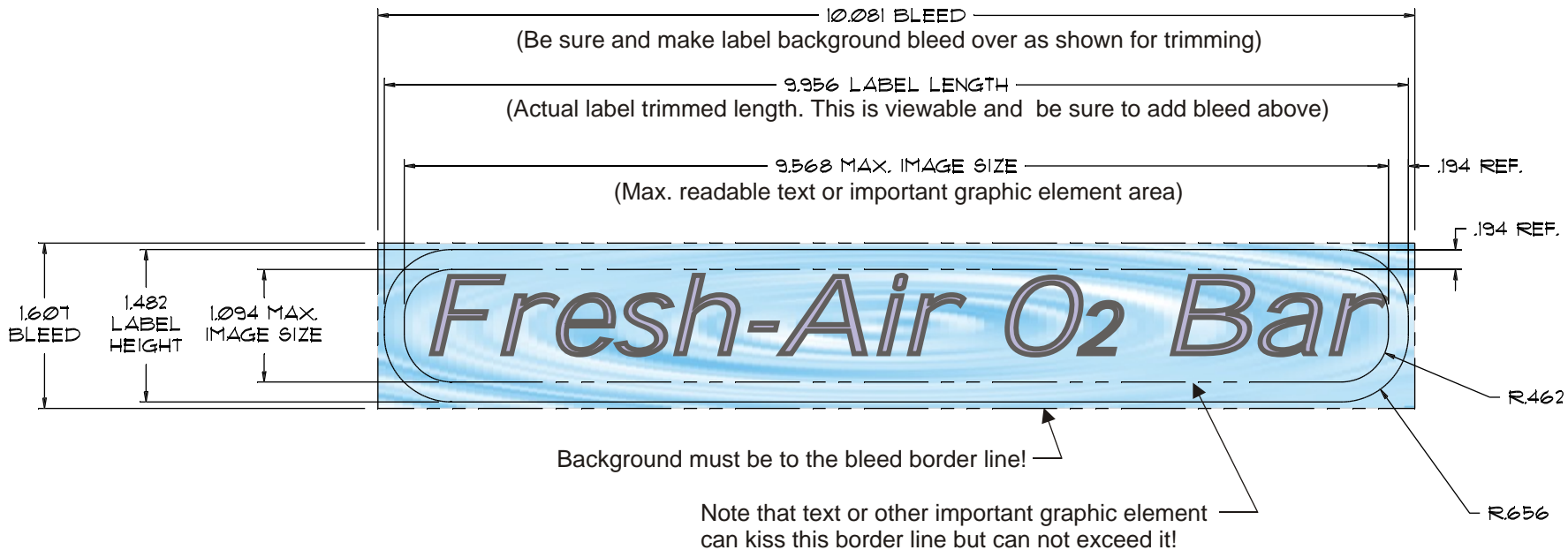


Custom Logo Electronic File Requirements



File Types: (windows based, in order of preference)

1. Adobe Illustrator version 8 .ai file
2. Corel Draw version 9 .cdr file
3. .tif or .jpg picture file, 300 DPI at 1:1 size

Please. no "Stuffit" compressed files!
PK zipped files ok.

Maximum Limits for your logos:

1.607" x 10.081" max. with a 1.094" x 9.568 max. viewable image aperture.
Some logo designs, especially if in a square format, may be too small to be readable (and will be the size of a postage stamp) when reduced to the requirements shown above. Please evaluate the final size (on your end) before sending any files. You may have to redesign your logo for readability.

Colors:

Every effort will be made to match your colors as close as possible, however, additional charges will be required for Pantone color matches. As with all inkjet printers, exact matches are not possible. Some variation in color(s) can be expected.

Printer:

The logos are printed on a (6) color EPSON 1200 Photo printer at 1440 DPI. Logos are heat laminated on both sides with 3 mill glossy laminating film. After hand trimming, they are re-laminated to emboss a very light texture to the final viewing side.

A note on files:

If your logo is in a vector format (preferred) PLEASE send it with a transparent background!

If you send a .tif or .jpg logo file, the background will have to be clipped out or be on a white background.

If we have to clip the background out of your .jpg files you will be charged \$30.00 per hour for this service.

Of course, if the logo has a "photo" type background, they do not have to be clipped.

See page (2) for examples.

.jpg or .tif file with "photo" type background. Ok as long as it is 300dpi at 1:1 size.

Fresh-Air O₂ Bar

Consider laying out differently. Size does matter!

*Fresh-Air
O₂ Bar*

Vector format (.cdr, .ai) sent without background. We will add the background as a light grey.

Fresh-Air O₂ Bar

.jpg, .tif, .bmp, or other "picture" file will result in this when we put it on a grey background.

Fresh-Air O₂ Bar