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PRODUCTION READY ARTWORK GUIDELINES
Better Artwork • Better Imprints • Better Business



Endorsed by:



Digital Art Solutions™

PROMOTIONAL PRODUCTS WORLDWIDE

Selecting the right image format for production is essential when submitting art.

So, what is Production Ready Artwork (PRA)?

Production Ready Artwork (PRA) can be utilized in production systems. Vendor specific adjustments that do not require approval may be made to the PRA based on the final printing method or machine utilized. Typically, PRA is provided in what is known as a Vector (scalable and changeable graphic art) file.

The **Production Ready Artwork Standards Committee** has announced the rollout of updated standards and guidelines to improve the transfer of electronic artwork within the promotional products industry. The revisions, which include lists of acceptable and unacceptable artwork formats and approved graphic software, help establish a universal process to create, store and share production ready artwork. These revisions make it easier for suppliers and distributors to integrate new processes to enhance their business operations and improve turnaround time for clients.

PRA is Vector Graphic Format

If you don't know the difference between bitmap and vector images, then you may have difficulty putting these image modifications to proper use.

Definition of a Bitmap

A bitmap is a type of graphic composed of pixels (picture element) in a grid. Each pixel (also know as "dots" or "bits") contains information about the color and pattern to be displayed. Bitmap images have a fixed resolution and cannot be resized without losing image quality.

Bitmap graphics formats have a fixed resolution which means that resizing a bitmap graphic can result in distortion and jagged edges. Photo-editors or image-editing graphics software such as Adobe Photoshop and Corel Photo-Paint are designed for creating and editing bitmap graphics. Bitmaps are also known as raster or fixed resolution images. Some common bitmap formats are GIF, JPG or JPEG, TIFF, PNG, PICT, PCX, PSD, CPT and BMP. All photographic and web images are bitmaps. Bitmap images look best used at the size at which created; making them larger distorts them.

Bitmaps are *not* Production Ready Artwork and cannot be accepted as such.

Definition of a Vector Graphic

Vector graphics are a resolution-independent, scalable format composed of individual objects made up of mathematical calculations. Each of these objects can be defined by mathematical statements and has individual properties assigned to it such as color, fill, and outline.

Vector images can be resized easily without loss of quality, making them an ideal format for initial design of logos and illustrations. Because they can be easily resized, rotated, and stretched, they can be output to the highest quality at any scale. Some common vector formats are AI, CDR, PDF and EPS.

Typically, vector images are the *ONLY* images accepted for production by product vendors.

PLEASE NOTE: PRA is not to be confused with "Camera Ready Artwork" which is defined as "*Artwork that is properly prepared and ready to be photographed for platemaking is camera ready.*"

ACCEPTABLE FORMS (File Types*) of VECTOR ART:

File type can be determined by the **extension** at the end of a file name, i.e., **hammette.cdr**

PDF Adobe Portable Document Format • **EPS** Encapsulated PostScript

AI Adobe Illustrator • **CDR** CorelDraw

*Clients often mistakenly believe they are submitting acceptable art by doing a "Save As" an .eps file on an existing file - such as jpeg, bitmap, etc. However, while this may change the file extension to .eps, *it does not actually convert the file to an .eps*. A true EPS file can only come from an original graphic art program - such as Adobe Illustrator or CorelDraw. The easiest way to remember this is "**Once a jpeg, always a jpeg**".

UNACCEPTABLE FORMATS:

The following formats explicitly *do not* comply with PRA standards and if submitted, **will incur clean up charges at a rate of \$30/hour**.

This is not a comprehensive list, rather a list of the most common unacceptable formats. For computer file types, we've also included the program extension:

- PowerPoint - .ppt/.pps
- Word - .doc
- Excel - .xls
- Publisher - .pub
- Scans of any type
- Copies of any type
- Page layout files (Quark, PageMaker, InDesign)
- Business cards, letterhead, envelopes, etc.
- JPEG - .jpg
- GIF - .gif
- WMF - .wmf
- BMP - .bmp
- Photoshop Document - .psd

For the very few cases in which a raster (bitmap) elements are part of the artwork - **and acceptable to vendor processing** - they should be provided:

- At or above actual imprint size
- At a minimum of 300 dpi (dots-per-inch)

FONT STYLES:

When unable to provide vector art which contains text, please provide a specific *font style name* for your layout. Because there are thousands of different font styles available, it can be time-consuming and difficult, if not impossible, for us to identify a visual font match.

An exact match is *only* possible if we have the font available in our *Font Catalog*, which can be viewed on the RLH website. If you cannot provide a font style, we cannot identify the style, or we do not have access to the style, we will do as close a match as possible.

Unless you know for certain that we have access to the font utilized in a design layout, all fonts should be:

- Converted to curves (paths or outlines)

If we do not have the font available, the graphics program will *automatically* convert the text to an alternate font, resulting in an unwanted modification to the design.

EXAMPLES OF UNUSABLE ART:

This section shows the type of art submissions that make it very difficult, and sometimes impossible, to accurately recreate the desired result. When we must start-from-scratch to create a new file from an existing layout, part of that processing includes the necessity of zooming in - or magnifying - each section of the original document many times its original size. Once we pass the original 100% size mark in magnification the picture begins to distort and "pixelate" - becoming jagged with unidentifiable details.

Here is a sample of relatively clean - but small - art as submitted:

What you see at 100% of original size



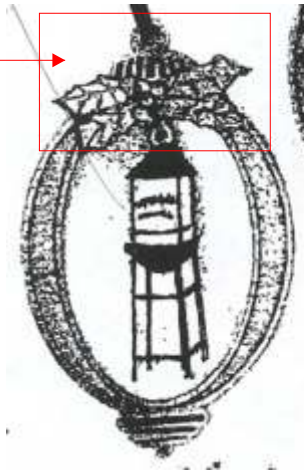
What you see when magnified for recreation

All detail is lost



Here is a sample of poor art as submitted:

What you see at 100% of original size



What you see when magnified for recreation

All detail is lost



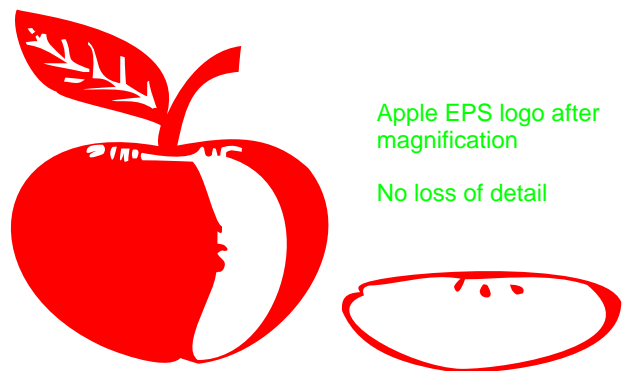
Here is a sample of scalable vector art:

Example of an EPS vector art file



Apple EPS logo after magnification

No loss of detail



TIPS FOR SUBMITTING ARTWORK:

- Please help us streamline our processes as well as avoid potential confusion by **sending all artwork** via e-mail directly to: ***art@hammette***
- When submitting your file, please include the following:
 - 1) The company name the art is for,
 - 2) Return contact information in case of questions,and
 - 3) Your sales representative name.
- If you will have more than one color in the design, providing a piece of colored art will help us better match the end result to your request. Otherwise, providing the details (such as the PMS or CMYK numbers) of the color matches will ensure the final product is correct.
- The number one “Rule of Thumb” in graphic art designing is “***JUNK IN = JUNK OUT***”
- If necessary, provide the name of the font style you want used in your layout.

If you cannot submit vector art for us to work from, please send in clean and clear art which we can use to recreate the desired layout. This also needs to be of a large enough size that we can scan and still keep the detail(s) of the art. **If you do not submit art we can work from, it is unlikely you will be happy with the end result.**