



ARTWORK SPECIFICS SHEET

ACCEPTABLE ARTWORK

We accept almost any type of artwork on CD, diskette or via email. We prefer PC and in the following formats:

- Illustrator 6 & 7 (.eps or .ai)
- Corel Draw 7, 8 & 9 (.cdr).
- Tif and jpeg files

Don't worry if your art is in a different format than suggested above. We will find a way to make it work.

FONTS SUBSTITUTIONS

Sometimes text can reflow if a different version, scaling or tracking of the typeface varies from the original. To solve this problem convert fonts to outline where possible, or include a copy of the actual font from Windows.

IMAGES

Make sure all images are Pantone spot colours OR CMYK when necessary. Please ensure that all images are embedded with final artwork.

Please ensure that the spot colours, where applicable, separate properly.

FILE NAMING CONVENTIONS

Certain characters cause problems. Please avoid the following:

! @ # \$ % ^ & * () ? { } [] / \ " ' : ; ~ `

Please use only A-Z, a-z and numbers 0-9

SILKSCREENING

For silkscreening, vector files are preferred (Illustrator or Corel Draw and saved as an eps or ai file).

If vector art is not available, we can vectorize it for you.

EMBROIDERY

For embroidery, eps, ai, cdr and jpeg @ 300 dp can be used.

Sometimes, depending upon the complexity of the artwork, a hard copy can be used.

IMPRINT SIZES

Imprint sizes vary from item to item. Please contact us before any artwork is produced.

HELPFUL HINTS

- All fonts to be supplied with submission. Where possible create outlines on typefaces to prevent possible reflowing issues
- All files larger than 1.4 megs sent via email should be compressed using compression software (i.e. .Zip or .Sit)
- A faxed proof (fax: 902.445.1210) to be supplied with electronic submission and laser proofs to be supplied with artwork.

EMAIL FORMAT

- Email Address:
info@maxwellpromoproducts.com
- Limit on file size 5Mb
- Compress file
- Fax proof to 902.445.1210
- If email bounces back contact us at 902.445.1212

COURIER

- CD or diskette media accepted
- Send to:
Art Department
Maxwell Promotional Products
273 Bedford Highway
Halifax, NS B3M 2K5