



REQUIREMENTS FOR FILES SENT BY E-MAIL:



Utilizing email is a quick and efficient means of transferring your art to us. All email must include your company name, phone number and purchase order number. Please review the Art Requirements below before proceeding. Knowing this information will save you time and move along production of your order.

E-MAIL art should be sent to:
art@royalindustries.com

- Include company name & PO number on SUBJECT line of your e-mail.
- Include your name & title, company name, address, phone, fax, website, PO number, etc. on the body of your e-mail.

ACCEPTED PROGRAMS:



- Adobe Illustrator CS3 or lower
- Adobe Photoshop CS3 or lower
- Corel Draw 12 or lower
- Adobe Acrobat

ACCEPTED FILE FORMATS:



Royal Industries accepts art in the following ways: email, mail, floppy disks and CD-ROM.

We accept both PC compatible and Macintosh files.

Please do not put Mac files on PC disks or vice versa. Please include a sharp, hard copy of imprint with actual order.

- 3-1/2" diskettes
- CD-ROM
- Zip disks in both formats are acceptable.
- Email: art@royalindustries.com

FAX



- We cannot accept faxed artwork as the quality tends to be poor.
NOTE: Please include your fax number on any order requiring a paper proof!

COMMON PROBLEMS WITH YOUR ART-WORK



- Internet graphics (GIF < JPEG < BMP) are usually of unacceptable quality and will not give a clear reproduction.

Note: It is not a guarantee that your art is acceptable. For example, saving a low-resolution .GIF or .JPG as .AI or .EPS does not convert your art to an acceptable vector art format. It essentially renames it.

- Avoid very detailed "reverse" or very small artwork, which tends to fill-in during hot-stamping. Normal stamping imprints should not exceed six (6) inches.
- Your artwork must be black-on-white (regardless what vinyl & foil color will be).
- Fonts are not converted to curves/outlines.
- Images and fonts to be used are not included/missing on the disk.
- A hard copy is not sent with the order or does not match your emailed artwork.

*If we have any problem with art that you sent, we will contact you. *Custom artwork creating/recreating will be charged at \$25/HR.*

1-COLOR HOT-STAMP PRINTING

CAMERA-READY ART (CRA)



Camera Ready Art (CRA) consists of **black-on-white lineart with sharp, clean lines sized to fit the selected product.** Artwork with SHADOWS, GRADUATED TINTS, 3-D graphic elements and HALF-

TONES can not be used for hot-stamping printing.

Photocopies, photographs, fax copies, business cards, yellow page ads or newspaper ads are not considered to be camera-ready art.

ONE (CRA) CAMERA READY ART MUST BE SENT AS TWO SEPARATE FILES:

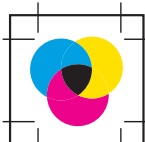
1. Vector Art saved as **.CDR, .EPS** (Corel Draw) or **.EPS, .AI** (Adobe Illustrator). All files must have a format extension. Please create your vector art using Adobe Illustrator or Corel Draw Vector Programs.
2. JPG or PDF of the same file. Vector files may be corrupted during transmission resulting in incomplete image. We will use JPG/PDF file as a hard copy of your artwork. Please also include a printed/faxed copy of your artwork with actual order. Copies of image allow us to compare for accuracy.
3. Include any written directions, crop marks and location instructions.

FONTS



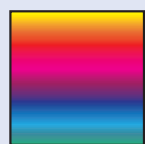
- All Fonts must be converted to paths/curves or outlines. (Text converted to paths can no longer be edited as text).
- If your text is not converted to outlines a copy of all screen & printer fonts are required.

MULTIPLE COLOR IMPRINTS (SILK-SCREEN ONLY)



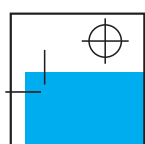
- Black/white separated artwork is required with a color composite for clarity.
- Please supply PMS Color match if required.

DIGITAL 4-COLOR JOBS:



- 300 dpi and over for all raster/picture files (Photoshop PSD, TIFF, JPG, PDF)
- When sending by E-mail use Stuff-It Expander or Zip-It if file is over 2 Meg.
- Please send high resolution photos. (600 dpi and over) by disk.
- Please provide Full-color high-resolution printed copy of your artwork.
- Colored files must be sent in CMYK.

BLEED



An imprint is considered to bleed when the image runs to the edges of the product. We require an extra 1/8" of your image in order to bleed on a Digital Full-color print.



Questions?

Feel free to contact our Art Department or your sales representative.