



Image-building Graphics for Company & Product Identity

TO: _____

FAX NO.: _____

FROM: _____

DATE: _____

4-Color Process Artwork Guidelines

E-mail attached file to: sales@mcloone.com
(Include your company name, phone # and contact person)

Mail other formats to: **mcloone**
P.O. Box 1117
La Crosse, WI 54602-1117

**ALWAYS FAX OR MAIL A HARD COPY OF YOUR ELECTRONIC ARTWORK
TO ENSURE PROPER LAYOUTS/FONTS/COLORS ARE USED.**

We produce most of our artwork in PC Adobe Illustrator.
For production purposes, we prefer VECTOR artwork.

~~~~~ **CUSTOMER CHECK-LIST** ~~~~~

- Mail a hard copy of your artwork for color reference.
- List what software was used to create the file.
- List all part dimensions (overall size, radius corners, holes, cutouts, etc).
- Convert fonts to line art (curves, paths, outlines) to avoid any font discrepancies.
- Send all fonts if you are unable to convert them to line art.
- Mac users – please use “Stuff It” for all fonts before sending
- Specify required colors and their locations.
- Image must be saved at 100% scale.
- Photoshop files – retain layers and do not flatten image (if possible).
- Color and grayscale raster images (.jpg, .tif, .bmp, .gif) at same size should be at least 200 ppi. Black & white raster images should be 1200 ppi.
- Preferred image formats are .eps, .psd, .ai, .cdr, or Quark.
- .bmp, .tif, .jpg and .gif files are also acceptable
- All images will be preflighted by our Art Dept. before deemed useable or not.

### mcloone PC SOFTWARE

Adobe Design Premium CS5.5 • CorelDRAW X5 Graphics Suite • Autocad • Mechanical 2009  
• PhotoShop CS5.1 • Macromedia Freehand MX •

### mcloone MAC SOFTWARE

Adobe Illustrator CS5.1 • PhotoShop CS5.1 • QuarkXPress 9.1 • Adobe InDesign CS5.5

**Questions? Feel free to call our Art Dept. at 1-800-624-6641 x23260**