



Image-building Graphics for Company & Product Identity

TO: \_\_\_\_\_

FAX NO.: \_\_\_\_\_

FROM: \_\_\_\_\_

DATE: \_\_\_\_\_

## Electronic Artwork Guidelines

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

Mail other formats to: **mcl**oone  
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** ~~~~~

- 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.
- 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.
- AutoCAD users – we will replace AutoCAD fonts with our postscript fonts. We will provide proper “hatching” where needed. Simply call out colors and desired fonts.
- Quark & PageMaker users – files will be exported into Illustrator for our printing purposes. Remember to include all fonts and placed/imported images. All images will be preflighted by our Art Dept. before deemed useable or not.
- If you have 4-color process artwork, please see the 4-Color Process Guidelines
- Doming Requirements for the Art Department –
  - Minimum radius for both inside and outside curves is .062”
  - Minimum width of part that can be domed is .156”

### mcl

oone **PC SOFTWARE**

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

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oone **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**