ART REQUIREMENTS

R. MORT CO.
INCORPORATED
11053 COUNTY LANE 209, WEB B CIT Y, MO 64870

We prefer that all artwork submissions are vector-based in PC format. Please do not send Mac files. High resolution raster images are acceptable if artwork is going to be digitally printed or for reference and viewing purposes. Resolutions of 300 dpi or higher are preferred. Note that simply increasing the resolution of low-resolution artwork will not improve the quality. Please also include size of finished artwork.

Acceptable file formats (in order of preference)

· CorelDraw X4 or lower (.cdr files)
· Adobe Illustrator CS2 or lower (.ai files)
· (Vector) Portable Document Format (.pdf files)
· (Vector) Encapsulated Postscript (.eps files)

Acceptable bitmap file formats for DIGITAL PRINTING and VIEWING only (in order of preference):

· Adobe Photoshop CS or lower (.psd files) - Keep files in layers. Do not flatten or merge.
· TIFF (.tif files)
· JPEG (.jpg files)
· PDF (.pdf files)
· Windows bitmap (.bmp files)

Typesetting

If we are to set type for your design, we will match the typeface as closely as possible to your supplied sample, unless you include all True Type fonts or text converted to curves, outlines or paths with your artwork. If possible, specify all fonts used. If no fonts are provided or specified, we will attempt to match the typeface in your design as closely as possible.

Minimum font size - 5 pt. (San Serif)

Colors

Specify particular colors in artwork, including any Pantone Matching System numbers.

Production-ready Artwork

Submitted artwork should be production-ready for the best possible results.

Art is NOT considered production-ready if it is ...

· a bitmap
· in color
· photocopied or faxed
· a business card, letterhead, stationary or newsprint
· soiled, smudged, torn or bent
· a logo or graphic from a website

Art Charges

Art charges may be incurred when ...

· Art requires clean-up
· Re-drawing of original artwork is required
· Designing of logo is requested
· No artwork has been supplied with order

Art charges are rated per hour.

Free Re-design Service

Re-design will be based on ideas submitted verbally or via hard copy by the customer and/or developed by the R. Mort Art Department.

We can receive artwork via:

· E-mail (art@rmortcompany.com)
    Please include company name in subject line.
    Please do not e-mail large files. Files larger than 2 MB MUST be sent via disc.
· Compact Disc or DVD
· Mail - Artwork samples for viewing or color matching can be mailed.

   ***NEVER send the Originals

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