

Art Design Submission



Colors

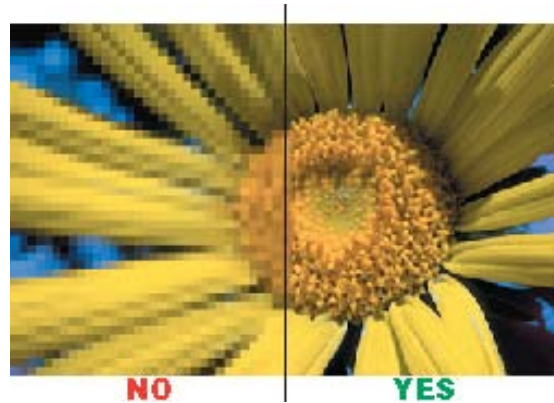
Four-color process printing requires the colors to be CMYK (No RGB or Pantone spot colors). Understand that the equivalences between four color process colors and Pantone colors may not always correspond.



Images Resolution

The resolution of a scanned image must be 300 DPI placed at 100%.

For line work (Bitmap), the resolution should be at least 800 DPI placed at 100%.



Texts & Fonts

Reverse text **MUST NOT** be smaller than 6 point, preferably a bold font, and **DO NOT USE** a serif or script font. Illustrations and logos containing intricate detail should not be reversed. **NEVER USE** a font smaller than 5 point. Do not use True Type fonts. Do not type text smaller than 12 pt in a bitmap file (small text must be in vector mode). Only use Postscript fonts. All fonts used (screen and printer fonts) must be supplied with the file (including fonts used in support files). For the italic and bold styles, use the corresponding font instead of applying styles. When using non-latin fonts (Hebrew, Chinese, Arabic...) please vectorize the fonts (convert to outlines).



Data Processing Files

The finished artwork must be sent as data processing files on the Macintosh platform or Windows PC system. All file names must be in English and understandable. We will accept files from any version of the following software applications: Adobe Illustrator®, Macromedia Freehand®, Adobe Photoshop (preferred)®. Files created in other software applications must be supplied as TIFF or EPS and must not require any modifications. Send only the necessary files to print, don't send duplicate files or folders or unnecessary files. If you don't provide your layered Photoshop® files, have them ready to send in case we need to adjust them to our specifications.



Files Transmission

Files may be supplied on any of the following:

- CD
- DVD

Remember to clearly label disks.

- Files can be sent via e-mail to: Graphics@telephant.biz
Pictures may be then saved as JPEG (minimal

compression) to reduce transfer time. All other files must be compressed using winrar or zip format.