

Technical details - Artwork

In order to perfectly create your imprint motifs and logos in accordance with your concepts on the selected promotional pens we need you to submit best quality artwork. In order to minimise your preparations we offer the following guidelines. There are three ways to submit your artwork:

1. Digital Data

The best alternative in the submission of artwork is to send it in the form of data or graphical data. Basically two categories exist within digital graphics:

Vector Graphics

In vector graphics the individual part of a graphic is built up from the basic elements such as curves, lines and then saved in the form of coordinates and mathematical vectors. This has the big advantage that the corresponding graphics enlarge or reduce without steps and without loss of quality. Additionally vector graphics need a lot less data volume compared to bitmaps.

Some of the more popular vector graphic programs are Corel-Draw (.cdr) and Adobe Illustrator (.ai). These programs as well as EPS or PDF graphics give the best results.

Warning: Please note that the original bitmap files that are saved or placed in vector-programs are not vector-graphics and are therefore not suitable to produce final films!

Raster files

The picture information is saved point by point. The disadvantage of raster format is that picture enlargements and reductions will result in considerable loss of quality. Artwork in raster format can be used, but it should have a resolution of a minimum of 1,200 dpi in reference to the original print size.

The most common raster formats are TIFF, PSD, PNG and JPG. Internet graphics (e.g. gif) are not suitable for reproduction of artwork because they usually do not have sufficient resolution for printing.

Warning: Bitmap graphics which are saved or placed in Word, PowerPoint or Excel are not suitable!

To ensure optimum printing results, please send us vector-based data (e.g. EPS or PDF files) or accepted TIFF images with a resolution of at least 1,200 dpi.

2. Films

The classic form of the artwork for your imprint motif is a screen or offset-film. It must have the size of 1:1. For multiple colour prints please provide register marks for each film layer in order to fit the colours together. Offset films should not be cut too short. The optimum dimension is 110 x 110 mm, within which the logo is positioned regardless of size.

As we do not know in advance whether or not you need silk-screen or tampon films, electronic data is always advantageous and saves further delays.

3. Reproducible Artwork

For producing the process films we need your best quality reproducible artwork, e.g. clear hard copy, good drawings, crisp prints etc. – and please, not too small!

Please note that fax and photocopies can't be used.

Using Fonts in Digital Data

If you use fonts in your digital artwork, we kindly ask you to convert them to curves/vectors or to send the fonts as separate data (TrueType or Open-Type Fonts).

In order to receive the best quality of legibility and imprint we recommend a font from 5 dots.

Stroke Widths

The minimum stroke width for imprinting is 0.15 mm. We cannot imprint thinner stroke widths because of technical conditions.

Imprinting Colours

Please indicate the required imprinting colours in Pantone or HKS. If we only can use a printed model we try to meet the colours to 100%, but without guarantee.

For imprints on coloured bodies we recommend the preimprint of a white field in order to receive a better covering of the following imprinting colours. Without this pre-imprint colours can differ from the requirement.

Possibilities for Transmission

You can send us your imprinting data via E-mail. If you wish to send us your files via E-mail please attach the data to your E-mail-client as an enclosure. Together with all the other relevant information please send your E-mails to: promotion@schneiderpen.com