



Contemporary Design Inc.®

## Logo Artwork Guidelines

We want your Cold Therapy to look its best! Here are a few helpful tips ...

### Vector files are best.

#### What is Vector artwork?

Vector artwork is an image created of points and paths. This results in artwork that is editable, scalable and able to be color separated. Vector images are ideal for creating and printing crisp line art and logo reproduction.

**Common Vector file formats include:** .ai .eps .pdf

**Programs used to create vector artwork:** Adobe Illustrator / CorelDRAW

**Acceptable Vector Software/File Formats:** Adobe Illustrator: .ai • .eps • .pdf / Adobe Acrobat: .pdf

#### What is Raster Artwork?

Raster artwork is an image created of many pixels. This results in artwork that is not editable, scalable, or able to be color separated. Raster images are used for photos, website graphics, halftones and gradations. Raster images are not ideal for logo reproduction.

**Common Raster file formats include:** .jpg • .bmp • .psd • .tif

**Examples of Raster Artwork:** Adobe Photoshop / Corel Photo-Paint

**Acceptable Raster Software/File Formats:** Adobe Photoshop: .psd • .tiff • .eps

#### CONVERT ALL TEXT TO OUTLINES BEFORE SUBMITTING

- Photoshop file layers should not be flattened/ merged. Please save your artwork at a resolution of 300 dpi or higher. Do not submit low resolution (72 dpi) images copied from the web.

#### Unacceptable Artwork:

Gradations / Halftones / Photos / Overlapping Colors / Touching Colors / Logos copied from websites

#### Unacceptable Software/File Formats:

Microsoft Publisher: .gif / Word: .jpeg / Excel: .bmp / Adobe Image Ready .png

- Any art submitted from previously printed materials or that does not meet our reproduction requirements will be recreated or converted to black line art by our art department before printing. Type fonts will be matched as closely as possible to the fonts in the submitted material. Proof will be sent for approval prior to printing logo labels.

# Frequently Asked Questions

- **I am not sure where to obtain a logo to meet your requirements.**

Contact your website developer or the company responsible for creating your printed materials to locate an electronic version of your logo. Feel free to give us their contact information, we can work together!

- **We cannot locate a logo that meets the requirements. What should we send?**

Submit the logo you have available and our art department will do their best to create your customized order.

- **What formats are acceptable?**

Logos should be Vector line art created in an illustration program like Adobe Illustrator. High resolution Raster art created in Adobe Photoshop saved at 300 dpi is also acceptable.

Note: Low resolution (72dpi) images copied and sent from the Internet are not acceptable and will not reproduce well.

- **What artwork reproduces best?**

Original line artwork created in an illustration program will reproduce better than images that need to be scanned from previously printed materials including business cards, flyers and literature.

- **Can I see what my logo will look like before you print it?**

You will receive a proof for approval prior to printing your order.

- **What ink colors are available for printing my logo?**

We recommend working in CMYK or with Pantone Print Color Specifier whenever possible for best color consistency.

- **How do we get our logo artwork to you?**

Most logos can be emailed to shannon@contemporarydesigninc.com. If your file size is greater than 20 megabytes you can compress the file prior to emailing with a compression program like WINZIP. There are several compression programs available for free online. You may also burn your logo onto a CD and mail it to us.

NOTES:- We are unable to accept Mac stuffed files and other Mac proprietary file types.

- All fonts embedded into vector art must be turned into outlines prior to submission. By converting fonts to outlines it eliminates any possibility of font problems arising if Medico's art department does not have your font(s) installed on their computer system.

Please include what gel pack or product type(s) and quantity you require.

## **Any additional information I should know?**

- Include or embed all placed images.
- Submit a copy of the original file, if possible.
- Never flatten/ merge the layers of a .psd file.
- Text and artwork with very thin lines does not reproduce well. If possible, try to thicken these lines prior to sending.
- Type fonts will be matched as closely as possible to the fonts in the submitted material.

- **If no acceptable artwork is available, what's next?**

- 3 versions of stock artwork options for both full color and econo logos are available for your use, just give us a call!!

- **Looking to stand out from the crowd?**

- Let our Art Department Work for You! for \$60, Our Graphics team will recreate existing artwork and supply a vector file for your continued use! The benefit of owning the file will be appreciated in your other marketing and advertizing efforts.
- Or make this the start of something big. We can redesign your logo from scratch, 2 revisions - \$200.00? Great for Business cards, Ads, etc.

If you have any questions please contact; [shannon@contemporarydesigninc.com](mailto:shannon@contemporarydesigninc.com) 1.800.330.6300 or 610.923.7648.