



eshuttercreative

SUBMITTING MATERIALS FOR WEB AND MULTIMEDIA PRODUCTION

LOGOS

If you have corporate identity and/or product label logos, please provide files in any of the following formats:

- Adobe Illustrator (.AI)
- Macromedia Freehand (.FHx)
- Illustrator or Freehand EPS (.EPS)

If your logo files contain any bitmap (raster) artwork produced in programs such as Adobe Photoshop and the like, please be sure to provide the linked files as well in as high a resolution as possible. Likewise, if any logo/art files require special fonts, please specify the fonts by name and submit them along with the artwork.

DO NOT submit logo files in low resolution formats such as .GIF, .JPG and .BMP and files in .PCX, or Windows Metafile (.WMF) format.

If you submit hard copy artwork such as veloxes or slicks, please be sure to provide:

- Camera Ready Flat Art
- Corporate Identity System Guidelines
- Pantone/Special Match Color Specs
- Color Sample of Proper Use(s)

PHOTOGRAPHS AND ILLUSTRATIONS

Whenever possible, please provide high quality film dupes or prints of the graphic material you want incorporated into your Web site or multimedia project. DO NOT SEND ORIGINALS or only copies of the work due to remote chances of loss or damage in transit.

If you choose to deliver scans and files by electronic means, please prepare them in any of these acceptable file formats (preferred formats marked by *):

- Adobe Photoshop (.PSD)*
- Tagged Image File Format (.TIF)
- Encapsulated Postscript (.EPS)*
- Uncompressed Pict (.PCT)
- Postscript Level 2 RIP (.PS)
- Acrobat (.PDF)*
- Adobe Illustrator (.AI)*
- Macromedia Freehand*
- QuarkXPress
- Adobe PageMaker
- LivePicture IVUE
- Scitex CT

All bitmap art files must be prepared at a minimum resolution of 150 DPI. A minimum 16-bit color depth (thousands of colors) is required but 24-bit color (millions of colors) is preferred and recommended. Acceptable color modes are RGB (preferred), CMYK and LAB. Layout files produced in Quark, Illustrator, Freehand or PageMaker must be accompanied by all linked images and fonts used in the file.

DELIVERY INSTRUCTIONS

When sending valuable materials by mail or parcel courier, always request insurance and signature releases for all packages.

When e-mailing files, please use a file compression utility to create either a single .ZIP (PC) or .SIT (Mac Stuffit) archive containing all artwork files. E-mail the compressed archive to <info@eshutter.com>.