

Guidelines for Scanning Artwork



- **OBJECTIVE:** To help eliminate artwork charges for logo mat design requests that are sent to Milliken via email. This objective can be reached by the following specifications:
- Only emailed artwork will be eligible for \$0.00 charges.
- Artwork must be submitted according to the specifications outlined in Scanning Procedures.
- Artwork must be clear. (Original must be free of major markings and defects.) **The clarity of the submitted artwork is at the discretion of the designer.** (Accommodations can be made for simple logo mats, such as block fonts and geometric logos.)
- Representative submitting artwork must agree to accept only email proof. This will eliminate Milliken's FedEx cost. Milliprints can be provided but the requesting branch will incur a charge.

Scanning Procedures

These instructions require a working knowledge of your computer, scanner and basic email techniques.

- ☞ Always insure that the glass on the scanner is clean and free of scratches.
- ☞ Place the artwork (business card, letterhead, etc) on the scanner as straight as possible.
- ☞ Using your scanner's software scan the item.
- ☞ Some scanners will attempt to select the area for you. Do not simply accept this selection, instead you should select the area you wish to be represented on the mat. When scanning a business card, be sure to increase the target size by approximately 300%. This will insure that the transmission is clear.
- ☞ Scan the item at 300dpi. If the file size is too large to send via email, reduce the file size to 150dpi.
- ☞ After the scan has completed, the design must be saved. We cannot accept Microsoft Word, Excel, PowerPoint, etc files for the no charge artwork program. There is too much distortion on the graphics. These types of files will incur artwork charges. One example of an inexpensive graphic program for scanning, saving, and clean up of artwork is PhotoShop 5.0 LE. This is a "lite" version of the program used by the Kex Designers. The cost is under \$100. There are many other similar programs that can be purchased at minimum cost. Before purchasing any software please check the acceptable file types listed for compatibility.
- ☞ Save the design in .tiff format if possible. The option box will appear, and the IBM PC box should be checked. Also, check off the LZW Compression box. This will compress the file without a great loss of quality. Don't worry if these options do not appear with your software.
- ☞ If the tiff file format is not available, you may save or send files in any of the following file formats: bmp, high-resolution jpg, eps, ai, cdr, pcx, tga, wmf, pct, and pdf. Other file formats are supported, but if yours is not listed here please check with a Milliken designer for compatibility. **Files that are not compatible will be delayed and must be resubmitted.**
- ☞ Each scanner has its own software and process for scanning. Please read your manual or contact your office computer tech to insure your equipment is working properly. Although we cannot offer technical support for your individual scanner, Milliken KEX Designers can offer tips and suggestions for scanning.

Tips for Sending High Quality Artwork

- Camera-ready artwork is a black and white or color slick that is used by printers to recreate a companies logo identically every time. All corporate offices have this artwork. They may have to contact their merchandising or advertising department to obtain this artwork. Even small companies may have this type of artwork and not even know it! Camera-ready artwork is used to print letterheads, matchbooks, business cards, etc.
- With regards to email, files sent in on disks and web graphics, the same qualities apply as with camera-ready artwork. The file must be clean and saved in one of the compatible formats. **Web graphics (files retrieved from the internet) are highly compressed files that are considered unacceptable artwork and will incur a charge of \$100.** This is due to the amount of time that is necessary to "raise" the file resolution to KEX standards.

Acceptable File Types

If you are submitting a file via email or disk that does not end in one of the following file formats, please consult a designer.

.ai	.bmp	.jpeg(high-res)
.cdr	.cdx	.cpt
.dwg	.eps	.pcx
.pdf	.psd	.tga
.tif	.wmf	.pcd

Compatible Software

(These are only examples - any software that can save in one of the formats listed above will be compatible.)

Adobe Photoshop	Corel Draw
Adobe Illustrator	Corel Paint

All files must be saved in PC format.
Mac users: Use .tif for best results)



MILLIKEN
A WORLD OF DIFFERENCE



Milliken-KEX
Logo Design
714 Stewart Rd.
LaGrange, GA 30241

Design E-Mail
kex.logos@milliken.com

Design Phone
1-800-DIAL-KEX ext. 3262

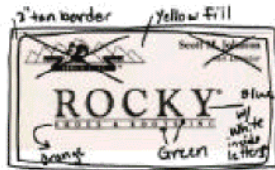
Design Fax
706-880-3278

Guidelines for Submitting High Quality Artwork

Make a copy of the artwork, (regardless of type), to do any drawing and color placement markings.



Original Artwork



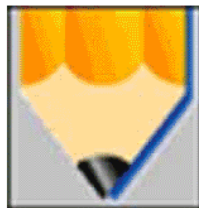
Photocopy of Original with color markings

Include a request form completely filled out with contact name, company name, address, and phone number. If we have a question, we need to know who to ask.

Send the entire page of camera-ready artwork. If you ever need artwork or disks returned, just include a note and they will be returned with your Milliprint™. Do not write, staple, tape, or otherwise damage your original artwork.



Do Not send faxed artwork or web (internet) graphics. This type of artwork is too distorted and **will be charged a \$100 artwork fee.**



Take advantage of the the new design styles KEX now offers. Use a border to frame a design, a pattern to liven a dull logo, and new colors to catch your eye. And as always, if in doubt rely on KEX designers expertise and know-how to make a logo stand out!

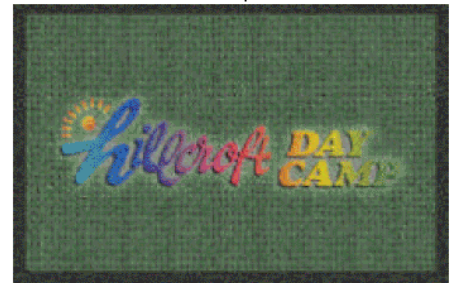
Use embossing and highlights to make a logo element stand out



Contrasting Colors and borders make a logo POP!!



Patterns not only add interest to a logo mat, but also help hide the dirt!



Which logo mat would YOUR customer prefer?



OR

