



# Art Guidelines

In custom molding brand designs most print art has to be modified to meet production processes. The following general guidelines will help you understand what file types we need and some of the changes that need to be made to print art in order to custom mold. On our end and on a design and production level, we still need to quote all art individually because we quote based on the total complexity of design.

## **FIRST AND FOREMOST: VECTOR ART**

In order to service our clients in the most efficient way possible- we need Vector Art. Vector art is a specific file type and much different than an image file like a jpeg or png. Vector art is created using illustration software such as Adobe Illustrator or Corel Draw. These programs utilize mathematical equations to create art based on point to point polygons and other shapes. It is path driven art and not an image or raster file. We specifically require Vector Art because it is scalable without any image loss and we can manipulate the shapes to fit our production processes. NOT only do we need Vector art to create our art renders, we need that same Vector art to cut the custom molds required to make our custom parts.

We cannot offer art renders or produce tooling files without VECTOR ART. The VECTOR ART file types we can work with are AI - EPS and PDF and are much different than more common raster files (or graphics) formats like JPEG, PNG, GIF, APNG or TIFF files. Also do NOTE that unusable raster or image files can be embedded in AI - EPS and PDF files. We will evaluate any file types you send us and let you know if they are usable in our process.

### **WE NEED:**

#### **VECTOR ART GRAPHICS**

*True - clean - not image traced*

**AI**

**EPS**

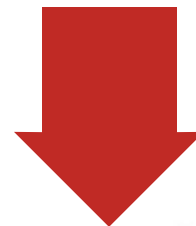
**PDF**

### **WE CANNOT USE:**

#### **IMAGE FILE FORMATS**

**TYPICAL FILE FORMATS INCLUDE**

**JPEG, PNG, TIFF, APNG, GIF**



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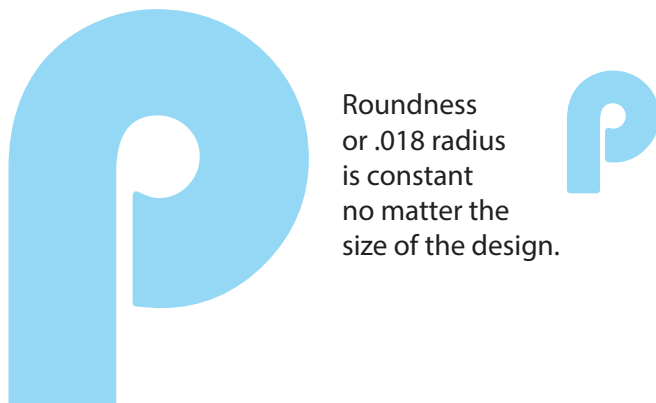
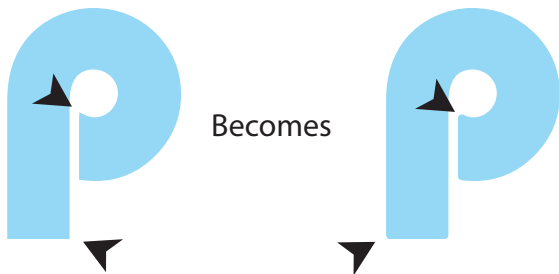
## Size Of Art of Design Features:

General minimum width on letter or design features is .060 in. This is the width of the “hydrate” below. This does not mean that a part of the letter or design cannot be smaller (like a serif or points that extend out smaller like on a star) but the main body of the design should be no smaller than .060 in in overall width or height.



## “Roundness” Of Corners:

Print art with sharp or square corners are rounded down to a minimum .018 radius. This radius is constant whether the letter or design feature is large or small so keep in mind that on smaller letters the roundness of the corner will “appear” larger.





All opposing colors require a minimum .032" separation. This separation will reveal the backing color of the mat.



When combining the minimum width of design / letter rule and allowing for the minimum separation of .032 in between opposing colors not all print detail can be replicated especially when there are more than 2 colors stacked next to each other.

More colors means more .032 inch distance between colors which in turn means wider and wider offset lines of color impacting each other.

The lesson here is that  
LESS is MORE.

Less busy art work will  
provide a cleaner look.

*Combining the minimum  
width rule and the separation  
of opposing colors*

*Less  
is  
More*



## Altering Logos But Keeping The Integrity Of the Concept

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When modifying Brand Logos even if we cannot replicate the design due to production restrictions we always try to alter in such a way to keep the integrity of the design concept intact.

Too much detailable designs



Using stepped cuts:

On this style, the gray shows a different height NOT a different color. The entire “tree grain” design shows as all one color.



## Hatching / etching art effects

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True hatching / cross hatching in print art cannot be replicated in custom molded vinyl except as TONE ON TONE embossing.

FOR example All gray hatching in this design shows as all white on the actual mat.



## Reg R's and TM's

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Reg R's and TM's trademark symbols do not fall into the category of filled designs having to be .060 in wide. This is because they are engraved in and are filled in a different way, still, in order to be filled with a color the Reg R should be at a minimum diameter of .250 in and the TM at a minimum overall size of .155 in H and .300 in W.



Actual Size: ® ® TM

TM