



# RECOGNITION EXPRESS.

## DIGITAL ARTWORK REQUIREMENTS

**Recognition Express** works in a Windows PC platform. We prefer **VECTORED** image files, with the following file formats:

- \*.AI (Adobe Illustrator)
- \*.EPS (Encapsulated PostScript)
- \*.SVG (Scalable Vector Graphics)

We can utilize color or black & white bitmapped images (.JPG, .BMP, .GIF, or .PNG) provided the resolution is 300 DPI or greater (preferably 600 DPI). Facsimiles are unacceptable unless they are thumbnail sketches to suggest logo placement or unless we have your logo on file. Sending photocopies of actual tags are discouraged as well.

**Full color and image files with color gradients are not acceptable if your logo is being laser engraved (i.e. Glass/Acrylic Awards). Your image file must be black and white ONLY.** Our sales representatives will discuss your options with you. We will accept full color and grayscale \*.JPG and \*.GIF only when direct color thermal transfer is your preferred process, the resolution is 300 DPI or greater, and you do not require an exact color match. Logos culled from web pages are of too low a resolution to be useful, unless they are to be used only as a guide for color, placement or proportion and are accompanied with the proper vector art.

**Please supply the correct PANTONE® matching system (PMS) color number Coated (C) for each color in your logo.** If you are unable to provide us with this information, we will select the closest PMS match and require your approval based on our suggestion. Recognition Express will produce your name badges within a generally acceptable color range of the artwork received.

**Whenever fonts are part of the logo, please convert these to vector graphics** by selecting the text and "Create outlines" or when saving the file, please select "Render text as curves" from your imaging applications 'save' option. This is paramount particularly when the artwork was created in a Macintosh environment because Mac fonts are incompatible with the Windows operating system. We also request back-saving in earlier versions (Illustrator CS3 if you have Illustrator CS4 or CS5) due to incompatibility issues.

If you are unable to provide your logo in one of the formats requested, please send the artwork, with requirements to your stationery printer or graphic designer. They should be able to send the artwork to us directly.

**E-mail your artwork with a layout description, your order number and/or your company name to [setups@recognitionexpress.com](mailto:setups@recognitionexpress.com) or send it via CD to our office.**

## ARTWORK/LOGO EDITS

**Recognition Express** is here to create the best looking products with your brand name on them. Occasionally that means we need to improve the image quality, color specifications or any other factors your logo may need before production can begin.

If your artwork is not "Print Ready" we will contact you. If edits to your artwork are necessary, and ONLY at your request, we will make the required changes at a rate of **\$50 per hour**. Most edits can be completed within an hour; however, there are always a few exceptions. If we estimate that edits may take more than an hour, we will always consult with you first and give you a precise estimate before editing your artwork.

Unlike the competition, when Recognition Express updates your logo, we will email you the finished artwork so you can use it for any future application or purpose that you wish. **You paid us for it, you own it! No velvet handcuffs here!**

## Recognition Express

6290 Harrison Drive, Suite 7 • Las Vegas, NV 89120  
Phone: 1-800-457-7030 • Fax: 1-702-798-5054