

DIGITAL ARTWORK REQUIREMENTS

Submit artwork to: smart@howardmiller.com

- Note: Digital artwork is archived for 13 months and will not be returned unless requested on the Purchase Order.
- Vector artwork is necessary to provide the highest level of production. Please save as an .eps, .ai or correctly prepared PDF file. If submitting file in Adobe Illustrator, submit file in version CS6 or lower (save as .eps file).
- All fonts must be outlined (Adobe Illustrator), or converted to curves (CorelDraw). Note: if the order requires variable text (i.e. personalizations), the font may be required to be submitted with the artwork.
- If vector art is not available, high-resolution (300 dpi or higher), black-and-white bitmap artwork is sometimes acceptable. Low resolution artwork will not be accepted.
- Color separations are required in multicolored artwork (silkscreen only).
- Unsupported art file formats: QuarkXpress, Pagemaker, InDesign, and Freehand files.
- NOTE: Microsoft Office programs (Microsoft Word, Microsoft Power Point, Excel, etc.) are not graphics programs and will not be recognized through art acceptance process.
- Howard Miller reserves the right to determine what is production-ready artwork. Faxed copies, letterhead, and business cards are NOT considered production-ready.
- Digital artwork modifications will be charged at \$77.50 (V) per hour, with a \$26.25 (V) minimum charge.
- Typeset text requests will incur an artwork charge unless submitted digitally.
- Halftone or gradient details in artwork must be converted to black and white line art to avoid additional charges.

NOTE: JPEG formats are not acceptable artwork.

AVAILABLE IMPRINTING METHODS: (please see specific products for options)

CLOCKS, ACCESSORIES & PLAQUES - Silkscreen, Laser Etching, Sand Etching or Plate Engraving as noted

CUSTOM IMPRINTED DIALS - Full color, custom imprinted dials on select tabletop and wall clocks as noted

CRYSTAL AWARDS - Sand Etching as noted

FONTS AVAILABLE FOR PLATE ENGRAVING:

Times New Roman

ABCDEFGHIJKL abcdefghijkl

Bookman Old Style

ABCDEFGHIJKL abcdefghijkl

Optimal 3 Line

ABCDEFGHIJKL abcdefghijkl

Century Gothic

ABCDEFGHIJKL abcdefghijkl

Geneva

ABCDEFGHIJKL abcdefghijkl

Garamond

ABCDEFGHIJKL abcdefghijkl

Victoria Script 2 Line

ABCDEFGHIJKL abcdefghijkl

NOTE: If no font is specified on the order, then the "Times NEW Roman" font will be used.

TYPEFACE / FONT SIZE RECOMMENDATIONS FOR CRYSTAL AWARD SAND ETCHING:

Bold and simple sans serif fonts are recommended for sand etching. Minimum recommended font sizes:

SAN SERIF 10 - 12 pt. or larger — Common examples:

Arial, Lucida Sans, Verdana,
Tahoma, Candara

SERIF 14 - 16 pt. or larger — Common examples:

Times New Roman, Century, Garamond

Script 18 pt. or larger — Common examples:

Lucida Calligraphy, Monotype Corsiva

<http://specialmarkets.howardmiller.com>

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