

LOGOS

Making It Look Good!

Logos can be tough, and getting the right artwork will make the difference between a quality and a poorly printed card. Below are some general guidelines:

FILES EXCEPTED

Vector Based Files:

.ai or Adobe Illustrator files work well. These are vector based files that can be enlarged and re-colored with little problems. You'll want to ask that the fonts are changed to paths and saved to work on a PC.

.cdr or Corel Draw. These are vector based files that can be enlarged and re-colored with little problems. You'll want to ask that the fonts are changed to paths and saved to work on a PC.

.eps These are vector based files that can be enlarged and re-colored with little problems. You'll want to ask that the fonts are changed to paths and saved to work on a PC. These files can be tricky if they are not saved correctly.

Bitmap Based Files:

.jpg

.tif These all need to be saved at 300 dpi or higher.

.psd

REDRAW

Sometimes the client will just not have a good copy of their logo in this case you can offer to redraw the logo. Power Graphics charges \$45 for this service. Please provide the name of all fonts with the best quality logo available.

Hot Potential Business!

Hair Salons! We're receiving a large number of orders for hair and nail salons. Generally there is a photo taken of the salon chairs or a specialty service.

These should be quick turnaround orders. Shoot the photo, then design a layout conforming to the 9 common designs and get the payment up front.



P.O. Box 677, Bath, Ohio 44210
330.825.0624 fax 330.825.0664