ASHCROFT®
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CUSTOM DIAL ARTWORK SUBMITAL

PIP #: ASH-PI-63
Applicable to: Gauges and Thermometers

To ensure the quality and integrity of your logo, and to streamline the process, the following information and examples will guide you in providing your logo art in the correct file format.

ARTWORK SUBMITTAL REQUIREMENT

Proper formats are:

- An **Adobe Illustrator** file format (.ai or .eps) from either a Mac or PC.
- This **line art** file should contain any **named PMS ink(s)** required to faithfully reproduce your logo/graphics.
- All fonts should be converted to outline or included with the file.
- No linked or embedded bitmap images.

UNUSABLE FILE FORMATS

- .jpg, .tif, .gif, .png, as these files are typically low resolution bitmaps and are the wrong color space (RGB).
- Files "snatched" from a web site or a .pdf are examples that will not work.
- Files created by "scanning" a letterhead or similar document are also unusable. These types of files are primarily for computer screen display and not for high resolution digital printing.
- CAD files such as .dxf or .dwg are not usable as they do not contain named PMS inks.

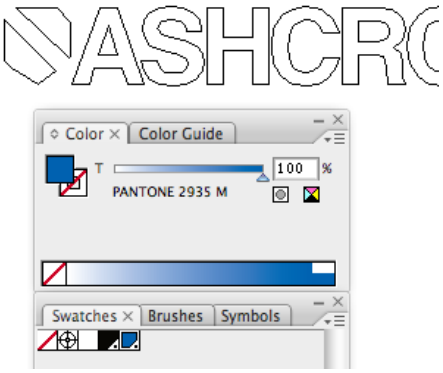
Please contact us at info@ashcroft.com, attn to Marketing Department, for any questions.

CORRECT LOGO ART

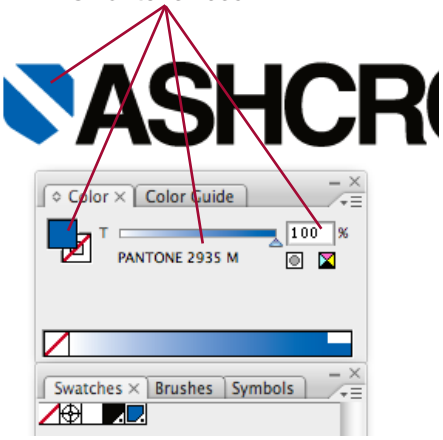
1. Logo art showing correctly made high resolution Adobe Illustrator line art file containing named PMS inks



2. To check that this is a correct Adobe Illustrator line art file go to: Adobe Illustrator > menu bar > view > outline, will show an outline version of the artwork.



3. Adobe Illustrator file containing named PMS inks. The named PMS ink is Pantone 2935

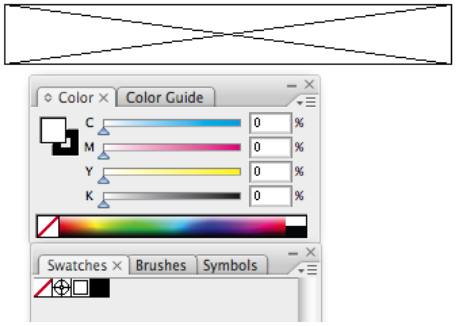


INCORRECT LOGO ART

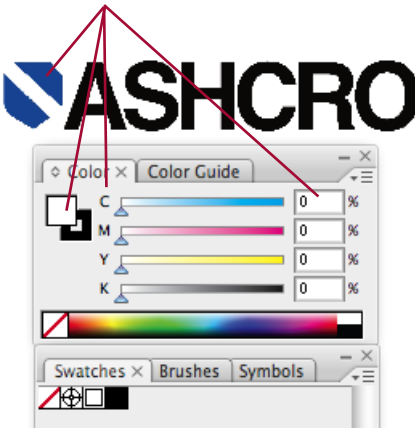
1.) Logo art showing incorrectly made low resolution RGB bitmap file containing no named PMS inks



2. An incorrect Adobe Illustrator file containing a linked bitmap file will look like this, go to: Adobe Illustrator > menu > bar > view > outline, will show a square bounding box indicating that this is a linked bitmap file.



3. An incorrect Adobe Illustrator file containing a linked bitmap file will show no named PMS inks.



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