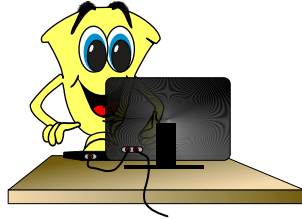


# Pittsburgh Trophy Company



We are often asked if we can accept art files, such as logos, on computer disks. Here are answers to the most frequently asked questions:

## Stuff We Use:

We use CorelDRAW X7 (version 17) and Photoshop Elements 11 as our image-creation software, running on Windows 7. We also have Illustrator CS6.

The images and text can then be output to a laser engraver, which etches the image onto the material to be used in the award, or printed onto metal for full-color sublimated awards.

We can use files in the following formats:

**For vector art-**

.AI, .EPS, .CDR or .SVG preferred

**For bitmap files-**

.TIF, .BMP, .JPG, and .PNG preferred.

Microsoft Word and PowerPoint for **\*viewing\*** files primarily, as **bitmaps do not extract very well** from these programs.

**Also non-password-protected PDF files.**

We ask that you not **fax** your artwork - faxing ruins detail. ALSO - if faxing lists of names, **please use at least 14 point type** (smaller letters lose legibility).\*\*

Ideally, for **laser-etching**, images should be in **line art** (black and white only) at a file size of approximately 300 - 700k (larger is fine), and at a resolution of minimum 300 dpi, to insure that there is sufficient detail available in the image.

**Grayscale** art will be evaluated for usability individually, to determine if enough contrast exists for the engraver to render accurately. **Most** grayscale images will need conversion to line art.

**Color** images will automatically have to be changed to either line art or high contrast grayscale for engraving purposes, **unless** used for a custom color item.

Images pulled from web pages are generally **not acceptable for any engraving purpose** but **MAY be usable for color-sublimated items.**

We can accept flash drives as well as CD-RW's.

You can also email your artwork to us - we can handle .zip and .sit files - to:

**award@pittsburghtrophy.com**

or to our staff individually, in the format of:

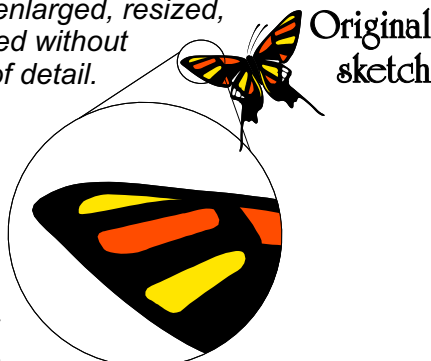
**firstname.lastname@pittsburghtrophy.com**

\*\*If you wish to supply specific wording to be used via e-mail or disk, or if you have a list of names prepared for awards, we can accept Word and Excel lists as well as text (.txt) files.

## Vector vs. Bitmap...

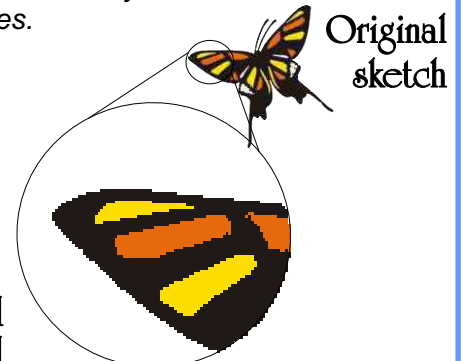
There are two basic types of computer art, vector and bitmap. Here's a mini guide to the differences between them:

Vector art is created from simple lines, and a computer sees it as a collection of mathematical measurements. It can be enlarged, resized, or stretched without any loss of detail.



Magnified detail

Bitmaps, however, are made up of individual dots called pixels. The image quality degrades if enlarged too far and the picture begins to look jagged. A high-resolution bitmap is one in which the pixels are very, very small, so that enlarging the image doesn't show as many jagged edges.



Magnified detail

# Glass Guidelines

Glass is an extremely beautiful medium but has very rigid art requirements:

**TEXT** for glass should not go below 12 points. Not all fonts are usable for glass; many scripts have hairlines that render them unsuitable and many fonts cannot be used at smaller sizes. Here are some examples of fonts that generally work well:

*Apple Chancery*

*Monotype Corsiva*

*Zapf Chancery*

*Black Chancery*

**BANK GOTHIC**

**Brittanic**

Century Gothic

Eurostile

Helvetica

Calibri

*Amazone*

**Jester**

**Comic Sans**

*Lucida Handwriting*

Tahoma

Bookman Old Style

ProseAntique

**Rockwell**

Palatino

Cambria

Candara

*Cataneo*

Century Schoolbook

*Chocolate Dulce*

**COLLEGE**

Franklin Gothic

Gill Sans

**Impress BT**

Lucida Bright

We will suggest alternatives if a desired font is not suitable at a given size.

**RULES** and **LINES** should not go below 1 point in thickness.

**GRAPHIC IMAGES** such as logos must be provided as camera-ready art; straight black and white, no color, no gradients, no grayscales. If color art is provided, we will redraw to glass specifications.

**FILE TYPES** must be provided in a **vector format** such as that created by programs such as Adobe Illustrator, Corel Draw or Inkscape, OR very high resolution **black and white bitmaps** (1200 dpi). Vector file extensions are usually .ai, .eps, .cdr, or .svg.

**IMPORTANT!** Placement of the etching on the glass is not guaranteed to be 100% dead center. Glass sandblasting is mostly a manual process once the design is completed, and positioning the masking is done by hand; etching that is visually off center by + or - 16<sup>th</sup> of an inch in any direction is not to be considered a defective product. The occasional presence of a small bubble or inclusion in a given glass item is not considered a defect either, as such are difficult to completely avoid in manufacturing.

# Cast Plaque Guidelines

Bronze, zinc or aluminum plaques are stunning awards with art requirements very similar to that of glass in terms of file type and graphic image guidelines. Fonts for these items are much more limited and often chosen by the manufacturers (we do not do these in-house, these are outsourced). To determine the amount of copy, allow at least three-quarters of an inch of clear space from your text to the border of the plaque, and the size of a lower-case letter will determine how much copy you can use:

**For Bronze - the lower-case letter can be no smaller than 3/8 of an inch.**

**For Aluminum - the lower-case letter can be no smaller than a quarter-inch.**

**Zinc has the most flexibility and can go to an eighth of an inch.**