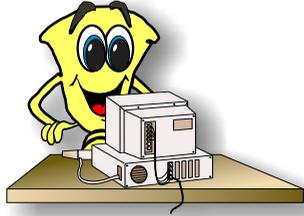# Pittsburgh Trophy Company

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:

(sidebar:) Digital Cut Guidelines

Stuff We Use:

We use CorelDRAW X5 (version 15) and Photoshop Elements 10 as our image-creation software, running on Windows 7
We also have Illustrator CS6.

The images and text are then output to a laser engraver, which etches the image onto the material to be used in the award.

We can use files in the following formats:

For vector art-
.CGM, .WMF, .EPS, .AI, .CDR preferred; Microsoft Word and PowerPoint files

For bitmap files-
.TIF, .BMP, .JPG, .PNG and .GIF 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 etching, images should be in **line art** (black and white only) at a file size of approximately 300 - 700k, 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.

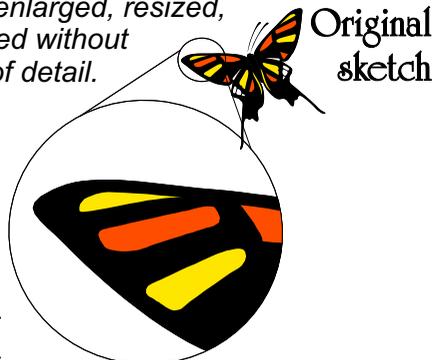We can accept flash drives as well as CD-RW's.

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 **prefer** .txt (text) format, but can accept Word and Excel lists.*
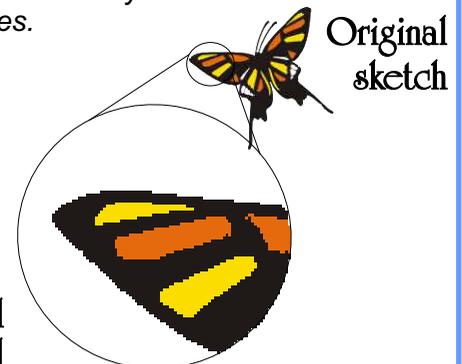
Vector vs. Bitmap...

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.

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.

Original sketch

Magnified detail