

Digital Print Specifications

Print area up to 19.5" x 23.5". Products up to 5.5" tall.

Customer provided artwork / information needed:

- 1) **.EPS (Vector file with all text converted to outlines)**

This insures fonts in the artwork will remain accurate.

- 2) **PANTONE Color Bridge colors (or CMYK color values)** used in artwork

IMPORTANT NOTES: Lowell uses a **four color (CMYK) PANTONE Coated process**. We recommend using colors from the "PANTONE Color Bridge Coated" swatch book for best results.

*Extended gamut (XGC) PANTONE colors are **not** available and will be converted to the closest CMYK color values available.*

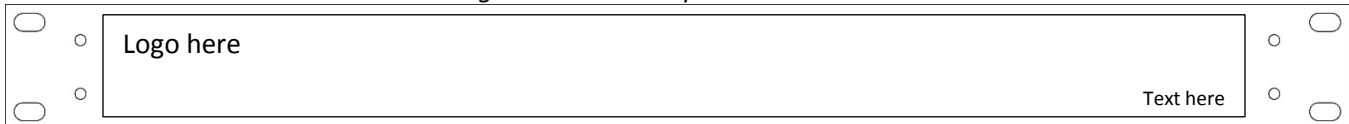
Artwork supplied without PANTONE colors will be created using CMYK values provided in or generated from the artwork. Colors will be as close as possible given the information provided.

- 3) **Color proof of artwork** (please provide a hardcopy for best results)

For color accuracy and font check during proofing stage. Lowell will do its best to insure an accurate representation of your artwork and colors using this customer provided color proof for reference.

- 4) **Sketch of preferred placement of artwork** and any additional text being printed

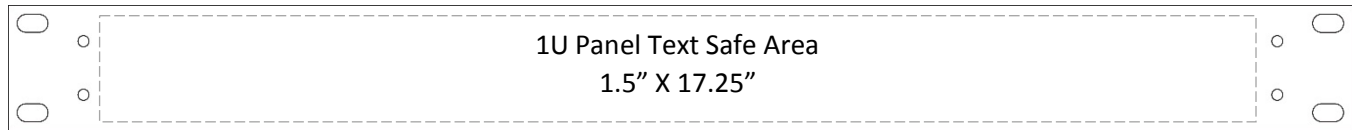
EXAMPLE: 1U Panel with logo and customer provided text



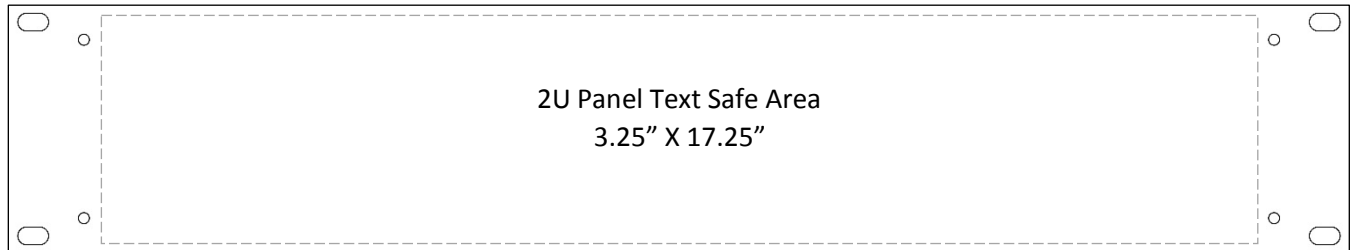
Proofs provided for customer approval:

- 1) Digital proof of artwork will be provided via email before printing starts.

1U Panel Template



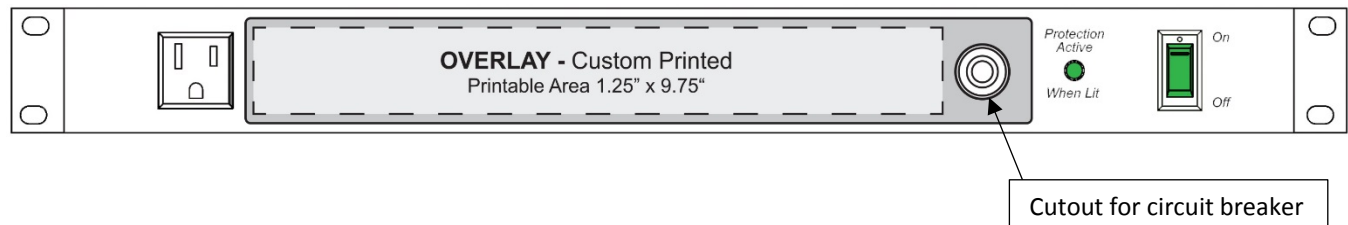
2U Panel Template



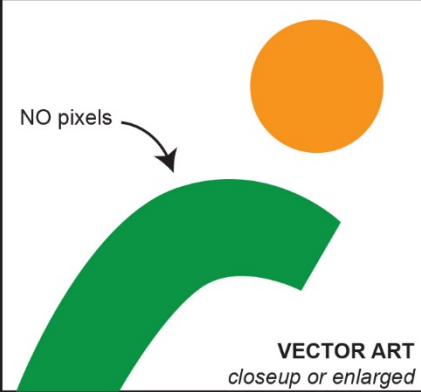
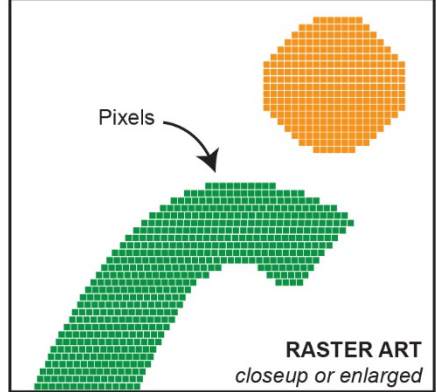
ACR-159-S (Polycarbonate Overlay printed and placed on unit)



ACR-1509-S (Polycarbonate Overlay printed and placed on unit)



Vector vs Raster Images for Custom Panels by Lowell

PREFERRED Vector Image = line art <i>EXAMPLE: Logos / Charts / Graphs</i>	VS May incur set up fee (\$50/hr) Raster Image = pixel art <i>EXAMPLE: Photographs / Web Images</i>
	
File Formats: <ul style="list-style-type: none">• .AI = Adobe® Illustrator® (AI)• Vector based .EPS*• Vector based .PDF* Color Formats: <ul style="list-style-type: none">• CMYK = Four color process• Pantone Color Bridge	File Formats: <ul style="list-style-type: none">• .EPS* = from photo editing software• .PDF* = from photo editing software• .JPG• .BMP• .TIF• .PNG Color Formats: <ul style="list-style-type: none">• CMYK = NOT RGB
What a Customer Needs to Know: <ul style="list-style-type: none">• Vector based artwork please• Editable .ai, .eps or .pdf• All fonts converted to outlines• CMYK color value(s) embedded in artwork	What a Customer Needs to Know: <ul style="list-style-type: none">• This is not a vector file. It may require an additional charge for conversion to printable artwork and may not reproduce as expected. \$50 per hour set up fee.• Vector based artwork is preferred• Editable .ai, .eps or .pdf• All fonts converted to outlines• CMYK color value(s) embedded in artwork
<p>* EPS & PDF files can be vector or raster images depending on software used to create them. Vector = created with drawing software such as Adobe® Illustrator® or CorelDraw® Raster = created with photo editing software such as Adobe® Photoshop® or CorelPaintshop®</p>	
<p>Logos are usually created as a vector image first. Raster images are then generated from that vector file for other purposes.</p>	