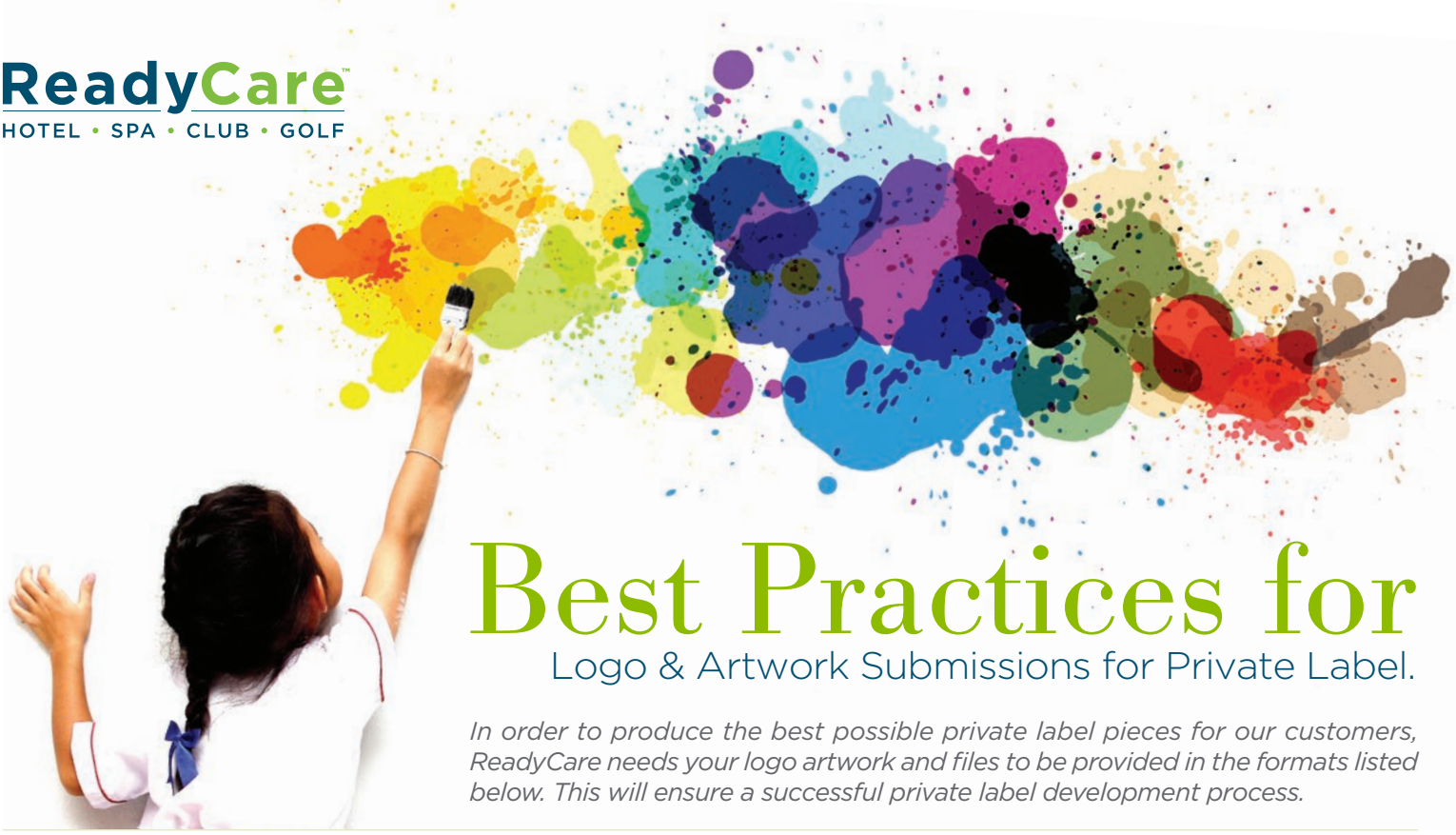
ReadyCare™
HOTEL • SPA • CLUB • GOLF



Best Practices for

Logo & Artwork Submissions for Private Label.

In order to produce the best possible private label pieces for our customers, ReadyCare needs your logo artwork and files to be provided in the formats listed below. This will ensure a successful private label development process.

Acceptable File Formats

Our package designers works in Adobe Illustrator. The following file formats are acceptable for use in our screen-printing process:

.ai - (Adobe Illustrator) file
.eps - (Encapsulated Post Script) file

Vector vs. Pixel Based Graphics

Adobe Illustrator is a vector-based program, rather than a pixel-based program like Photoshop. Vector-based images can be resized both larger and smaller without diminishing the image quality. Pixel-based images do not resize well. As you can see in the example to the right, the vector-based Illustrator file (left) is created with just a few points and a mathematical formula determines the curves and lines in between. The pixel or bitmap-based Photoshop file (right) looks digitized and has blurry edges when resized from a low resolution file. Your marketing team or graphic designer should have this information. It may also be found in your graphic standards manual.

The vector version (Illustrator .ai or .eps files)

Resized from a pixel-based program such as Photoshop (.jpg, .tif. psd.)

Spot Colors & Pantone Matching System

ReadyCare's printing process uses a Spot color silk-screening method. During this process, each spot color is reproduced using a single screen. To ensure that we use the exact colors you want, the Pantone Matching System (PMS) is used. Each PMS number references a unique spot color and these colors can be found on a swatch chart. Your marketing team or graphic designer should have this information. It may also be found in your graphic standards manual.

Rebuilding Pixel-Based File Formats

Low-resolution, pixel-based logos can be rebuilt but this should be a last resort. Most low-res images are generally pulled from the internet. These images are of such low quality that when rebuilt, much of the detail in the original image will be lost. (example on right)

Files with the tags (.jpg, .gif, .png, .bmp, and .tif) are pixel based. They do not have PMS numbers embedded in the file so color matching becomes problematic. Our designers can take color from a single pixel in a low-res image and match the closest PMS number but the likelihood of that color matching the intended PMS number is slim.