

Delan Marketing, Inc.
CAMERA ARTWORK GUIDELINES

Thank you for choosing cameras for your promotional event. We would like to take this opportunity to give you a few guidelines so we can provide you with the best product possible.

- We print the camera packaging on a "state of the art" Indigo Digital Printer.
- Use color to your heart's content.
- Scanned photographs work beautifully, so be as creative as possible.
- You provide photo's, logos, creative elements and we'll design a camera for you.
- You can also send us your camera ready art and create a camera of your own design.
- Please send a color laser proof/print with your disk, for positioning, color, etc.

Guidelines for Design:

- Allow at least **1/8" bleed** around **all sides of the camera die-line**.
- Non-critical graphics and colors can bleed through all 'punch outs' such as the camera lens opening, shutter button, viewfinder, etc.

Supported Software:

MAC:

Illustrator 10.0
Photoshop 7.0
Freehand 10.0

PC:

Illustrator 9.0
Photoshop 6.0
Page Maker 7.0
CorelDraw 10

Media:

3.5" Floppy
CD,CD-R,CD-R/W
100 & 250MB Zip

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Design Tips:

- Make sure camera die-line can be separated and deleted from your artwork, when saving your artwork file.
- Save multi-piece artwork in layers or separate elements.
- **Illustrator or Freehand:** send all placed images including imbedded files & fonts.

- **Photoshop:** save as "photoshop layers .psd", do not save completed artwork as one piece .eps or .tif;
- Enclose all fonts and links or convert all text to outlines/curves.
- Convert all color images to CMYK.
- Resolution must be a minimum of 300dpi.
- We are unable to print metallics or fluorescent colors.

E-mail Art Guidelines:

- Whenever possible save & send as a native file such as .ai for Illustrator, .psd for Photoshop, etc.
- Send logos in **eps, jpg, tif;** or **pdf;** where possible set the **resolution to at least 300dpi.**

Note: Please send all "FILES", "ARTWORK" and "E-MAIL" inquires to:

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