

Custom Logos – Specifications Summary

Give a unique look to your communication and promotional products by adding your practice or business logo. Our expert team of graphic designers can add your custom logo to most of our products for a one-time set up fee of \$45 per logo.

The following details artwork requirements. Please note if you cannot adhere to these requirements, we may not be able to accurately reproduce your logo.

1 . Digital artwork is preferred and can be obtained from the graphic designer or advertising agency that created your custom logo. Please email it to us at logos@e-sharper.com.

Or if you prefer, send on disk (CD, DVD, zip or floppy) to:

In the United States

Sharper™
110 Pacific Avenue
Suite 850
San Francisco, CA 94111-1900
Attention: Composition

In Canada

Sharper™
2175 29 Street NE
Unit 90
Calgary, AB T1Y 2H8
Attention: Composition

2 . We accept digital files in the following formats:

- Adobe Illustrator (.ai)
- EPS (.eps)
- TIFF (.tif)
- JPEG(.jpg)
- Bitmap (.bmp)

3 . When creating your digital file, follow these specifications:

- For Adobe Illustrator files all fonts (text) have been converted to outlines.
- Print resolution is set at 300 dpi (dots per inch) or higher.
- Your logo is sized as large as possible.
- Color separations are available within the digital files.

4 . If you cannot send us your logo digitally, we will also accept:

- An original copy, printed on stationery, i.e. letterhead, envelope or business card.
(No fiber, speckled or textured paper please.)
- Laser copy of the logo, printed on clean, white paper.
- PMT (Photo Mechanical Transfer) Black reprographic image on semi-gloss photographic paper without a halftone.

Paperclips, staples and tape can mar your logo, so please avoid their use when sending us your logo.

5 . We cannot accept faxes, photocopies, ink jet or web graphics as they will not reproduce clearly.

Sharper™ Logo Specifications

Service Charges: (prices subject to change without notice)

Maps/Logos/Typefaces/Signatures.....	\$45.00 each
Logo Redraws.....	\$77.50/hr (minimum 1hr charge)
Custom Pantone® Colors.....	\$70.00/color (first time order)
	\$30.00/color (subsequent orders)
Proofs.....	\$10 per plate

* When emailing logos to logos@e-sharper.com, please state your order number in the subject heading. If possible, please specify the type of product(s) being ordered that will contain your logo. This will help ensure a more effective logo approval process.

Logos provided on speckled, fibre, textured or color paper may not be approved due to reproduction quality issues.

SHARPER™ CARD PRODUCTS	CUSTOM CREATIONS™
<ul style="list-style-type: none"> • Products are printed using spot color printing process • Sharper™ standard ink colors are FREE (Sharper Totes™ & Sharper Magnets™ colors not considered standard colors) • up to 2-color printing <ul style="list-style-type: none"> • first color free, each additional ink charge \$25.00 (exception on Design Your Own Stationery) • custom colors - different charges apply (see service charges) • Custom Logos, Maps and Signatures \$45.00 each; 1-time fee Digital copies* (send to: logos@e-sharper.com) <ul style="list-style-type: none"> • Maps are almost always redrawn (included in the fee) • Signatures: use a medium-thick, felt tipped pen for best results; large as possible grouped on a page; no overlapping • Logos: <ul style="list-style-type: none"> • Vector artwork preferred saved as an .eps or .ai format with text converted to outlines • Raster artwork saved at 300 dpi (minimum size: 2" x 2") Saved as either: .tif, .gif, .jpg, .bmp, .pict, .psd 	<ul style="list-style-type: none"> • Products are printed using CMYK process • Custom Creations™ service (3 hours included free) – additional charge applies thereafter \$77.50/hr <ul style="list-style-type: none"> • Logos: Digital copies* (send to: logos@e-sharper.com) <ul style="list-style-type: none"> • Vector artwork preferred saved as an .eps or .ai format with text converted to outlines • Raster artwork saved at 300 dpi (minimum size: product dependent) Saved as either: .tif, .gif, .jpg, .bmp, .pict, .psd • Custom Creations™ artwork with full bleed specifications – 1/8" bleed required all around: example – Postcards requiring full coverage on the front-side; artwork with bleed must be sized 4.25" x 6.0625" (Final cut size: 4" x 5.8125") • Please verify copyright information: who owns the right to the artwork? Sharper™ is not liable for misuse of copyrighted artwork provided by a client that is to be printed on Sharper™ products. • Colors can be printed as per original file sent
SHARPER MAGNETS™ AND SHARPER CUPS™	SHARPER TAGS™
<ul style="list-style-type: none"> • Products are printed using CMYK process • Custom Logos \$45.00 per logo; 1-time fee <ul style="list-style-type: none"> • Logos: Digital copies* (send to: logos@e-sharper.com) <ul style="list-style-type: none"> • Vector artwork preferred saved as an .eps or .ai format with text converted to outlines • Raster artwork saved at 300 dpi (minimum size: 3" x 3") Saved as either: .tif, .gif, .jpg, .bmp, .pict, .psd • Custom artwork with full bleed specifications – 1/8" bleed required all around: example – Magnet Calendar artwork with full bleed is 6.25" x 4.25" (Final size: 6" x 4") • Colors can be printed as per original file sent 	<ul style="list-style-type: none"> • Products are printed using RGB process • Custom Logos \$45.00 per logo; 1-time fee <ul style="list-style-type: none"> • Logos: Digital copies* (send to: logos@e-sharper.com) <ul style="list-style-type: none"> • Vector artwork preferred saved as an .eps or .ai format with text converted to outlines • Raster artwork saved at 300 dpi (minimum size: 3" x 3") Saved as either: .tif, .gif, .jpg, .bmp, .pict, .psd • Custom artwork with full bleed specifications – 1/8" bleed required all around: example – Design Your Own 5" x 8" Plaque requires artwork with bleed to be 5.25" x 8.25" • Colors can be printed as per original file sent
SHARPER TOTES™ (7.5" X 9" and 9" X 13" sizes)	SHARPER TOTES™ (11" X 15" and 15" X 18" sizes)
<ul style="list-style-type: none"> • Product is printed using CMYK process • Custom Logos \$45.00 per logo; 1-time fee <ul style="list-style-type: none"> • Logos: Digital copies* (send to: logos@e-sharper.com) <ul style="list-style-type: none"> • Vector artwork preferred saved as an .eps or .ai format with text converted to outlines • Raster artwork saved at 300 dpi (minimum size: 8") Saved as either: .tif, .gif, .jpg, .bmp, .pict, .psd • Colors can be printed as per original file sent 	<ul style="list-style-type: none"> • Product is printed using spot color printing process • Custom Logos \$45.00 per logo; 1-time fee <ul style="list-style-type: none"> • Logos: Digital copies* (send to: logos@e-sharper.com) <ul style="list-style-type: none"> • VECTOR ARTWORK ONLY with no embedded raster images – saved as an .eps or .ai format with text converted to outlines • Colors must comply with Sharper Totes™ colors found in the catalog. Custom colors are not available for print.

How to email typefaces to logos@e-sharper.com: Locate font on your system --> create a folder on your desktop with the font name --> **COPY** the font files into the folder (**do not MOVE the files or else they will be lost from the computer system**) --> if possible, "Stuff" or "Zip" the folder. This will help prevent the files from corrupting.