ENAMEL PIN ARTWORK REQUIREMENTS

DIGITAL FILE FORMAT:
(A) VECTOR FILES: All vector files must be in ai, pdf or eps format
(B) BITMAP FILES: All bitmap/raster files must be in psd or jpg format, with resolution at least 300 dpi

For all pin-types except offset-printed, raster art must be digital art, not hand drawn or scanned. It must also be free of any textures or gradients. Any art that does not fit these guidelines are subject to design service fees.

COLOR:
Artwork must be in Pantone spot colors - selected only from the Pantone Solid Coated book. If not submitted in Pantone colors, your colors will be auto-converted to the closest Pantone color matches in the digital proofing process. The appearance of the colors on your screen may vary from the colors on the final product. We only match to the physical swatch book. All enamel colors are hand mixed, so they may vary slightly between orders, or within an order. Reds usually appear darker on the final product and oranges can turn more yellow.

SIZE REQUIREMENTS:
2 sizes are required for non-vector images:
(A) Actual size full color artwork (preferrably with color codes from the Pantone Solid Coated color book)
(B) Enlarged 300% black and white line art

Please ensure that your black and white line art indicates only the metal in the design. It should be free of any noise or residual color and should match the linework in the color version of the design. This is the file which will be used to create your die/mold in the production process.

SIZE MEASUREMENT:
Please measure your artwork both vertically and horizontally. Measure from top to bottom and left to right. The longest measurement is the one that you should use. When requesting a quote, please also specify any special attachments, finishes or processes to be used. Most custom shapes and sizes from ½" to 2" can be accommodated, and we are always happy to assist you with choosing the right size and finishes for your design.

FONT INFORMATION:
It is critical that you either convert all fonts (type) to outlines whenever possible, or include the fonts with your file. Not doing this will result in a delay to your order as we will request that you resubmit art with the fonts outlined or included. To outline your fonts in Adobe Illustrator: select your text box, click "object" in the top menu, then click "expand".

LINE ART REQUIREMENTS:
We require black and white line art along with color filled art and a PMS color code. Black lines should represent raised metal partitions. White areas designate where color is to be placed, or recessed metal areas. All color filled areas should be enclosed completely by black lines and should be solid. No gradients or shading will be accepted. Please refrain from adding color to your vector file with the pen tool, as this results in strokes instead of fills.
If your artwork is not print-ready when submitted, you may be subject to a design fee for necessary adjustments. If you do not have a high-resolution file for your design we may not be able to accept your order.

WHEN DESIGNING ART FOR LAPEL PINS, KEEP SEVERAL FACTORS IN MIND:
If you have lettering, it may be too small (depending on how small and detailed the font is) to be made into a pocket and filled with enamel. In these cases it is better to make the lettering raised metal or have it printed onto the pin.

It's also critical that there is a metal border in between enamel colors. To maintain the strength of the die while your pins are being struck, we suggest that the metal border between colors be at the very least .006" and closer to .010". Please be sure to use these measurements when working on your design at the final pin size.

An expansion of the metal is to be expected and will measure approximately .013". This will cause small outer details to become thicker and/or fill in with metal. Areas which are narrower than 2mm in any direction may not be eligible for cut-out and may be represented as recessed metal details. This expansion will be estimated on your digital proof, but results may vary between pin types and metal plating options.