METAL RULER GUIDELINES

ACCEPTED FILE FORMATS

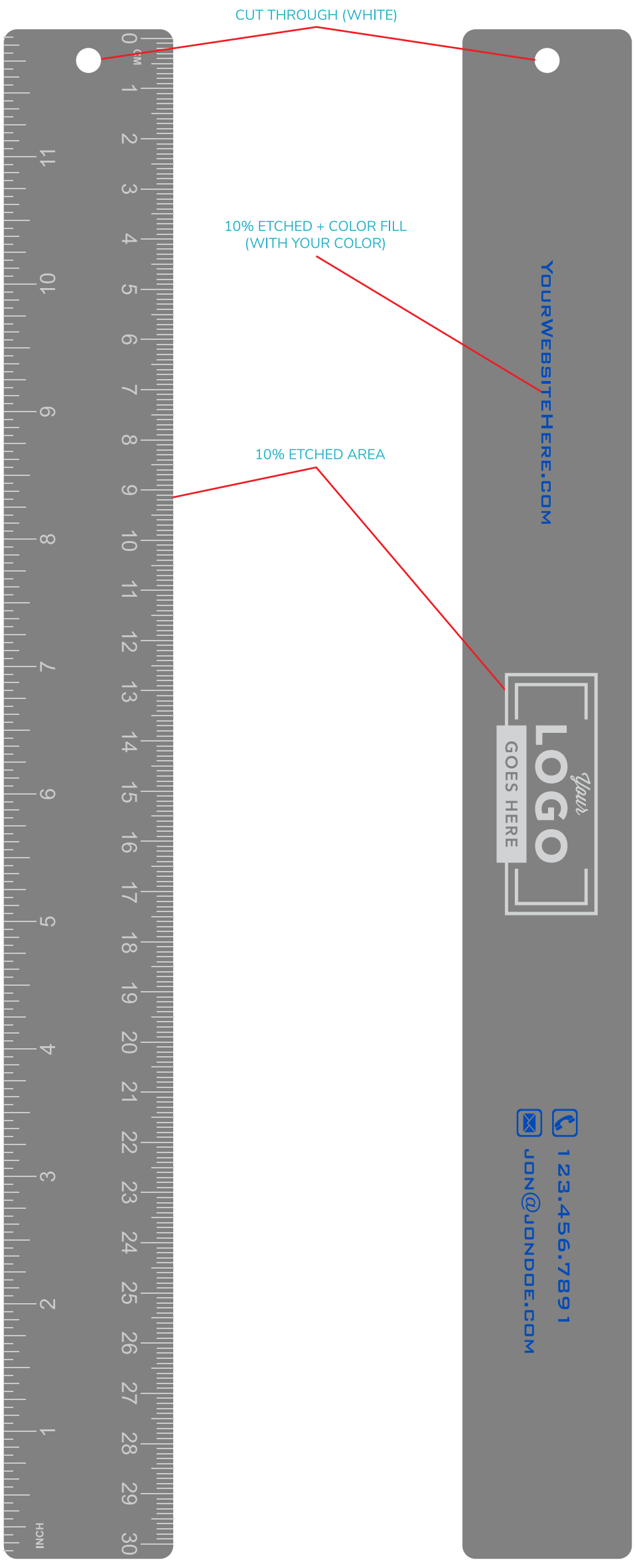
Adobe Illustrator (Ai) | Adobe PDF (PDF) | Corel Draw (CDR) | Encapsulated PostScript (EPS)

NOTE: All submitted art files must be created in full vector format and all live fonts must be outlined (made into objects).

DESIGN IN COLOR SWATCHES

Stainless Steel Surface	10% Etched Area	Cut-Through Area (White)	Your Color (If applicable)
Black Metal Surface	Laser Etched Area	Cut-Through Area (White)	Your Color (If applicable)
Copper Finish Surface	10% Etched Area	Cut-Through Area (White)	Your Color (If applicable)
Brass Finish Surface	10% Etched Area	Cut-Through Area (White)	Your Color (If applicable)
Rose Gold Finish Surface	10% Etched Area	Cut-Through Area (White)	Your Color (If applicable)
White Metal Surface	White Etched Area	Cut-Through Area	Your Color (If applicable)

NOTE: If you are using a white spot color and cutouts, please make all cutout areas magenta and note the process with our team.



RULER SHAPE

- Standard Metal Ruler Sizing is 12.0” x 1.33“.
- Custom shapes acceptable within product dimensions.
- Please keep corner radius .1” or greater.
  (Right angles not accepted due to safety concerns).



10% SURFACE ETCHING

- Chemicals will be used to etch 10% into the surface of your ruler.
- Any 10% etched areas must be .05” or more from the ruler edge.
- Any 10% etched areas must be .02” from any cut-through areas.
- Convert all fonts, strokes and outlines into vector objects.
- Please remove all clipping masks and hidden objects.



CUT THROUGH

- Chemicals will be used to etch through your ruler where specified.
- Cut-through areas must be minim .02” in diameter.
- Add tie-bars (minimum .02”) to any ‘floating’ material.
  (Frequently seen in letters).
- Convert all fonts, strokes and outlines into vector objects.
- Please remove all clipping masks and hidden objects.



COLOR

- Design with actual colors - Pantone preferred, though we will accept CMYK.
- Please label color values within your artwork.
- Color fill into 10% etched areas must be minimum .008” thick.
- Color fill into 10% etched areas cannot meet – they must have a .02” min. gap.
- Colors screen printed onto surface can touch/overlap.
- Please remove all gradients, drop shadows and transparencies.



DESIGN RESOURCES

