Artwork Information

Definitions of vector art versus bitmap art: Vector art is one of the two forms of art used by computers, with the other form being bitmap art. Bitmap art is identified as art with file names ending in .GIF, .BMP, .JPEG, .JPG, and .PCX. Vector art, on the other hand, ends in .EPS.

Vector art and bitmap art are different in the way they are stored in the art files. Bitmap art utilizes pixels that are saved in a file as a series of numbers. Pixels create several dots of color in order to create the image, which is how the human eye sees pictures. Vector art, on the other hand, saves the image as lines with coordinates of their starting and ending points. This creates simple images, and research has demonstrated that this is the way the human brain sees and stores images.

Vector art is easier for a computer to save than bitmap images and takes up less space on a file, which is likely why the brain saves images in the same way. In fact, a poster-sized image saved as vector art will only take up a few kilobytes of memory. The same image saved with medium resolution may not even fit on one CD-ROM as a bitmap image.

The images in vector art are basic and simplistic, consisting of lines, points, polygons, and curves. Vector art is akin to the type of imaging typically used to create cartoon images found in comic strips. In addition, vector art is typically used to create business logos and signs, making them easy for the brain to remember.

In addition to taking up less computer space to save and to process, there are some other advantages associated with using vector art rather than bitmap art. One of these advantages is the fact that vector art images can be easily enlarged without distorting the image. Bitmap art, on the other hand, becomes jagged when enlarged, as the squares used to create the image are enlarged.

Another advantage to vector art is the fact that each line within the image is representative of a single object. This makes it easier to re-edit vector art as necessary. The same is not true of bitmap art.

Artwork: We can accept e-mailed artwork (art@balloonbasics.com) , CDs, DVDs, 3.5" floppy, Zip disk (PC formatted) or mailed black and white camera-ready artwork or film positive. Please send all artwork properly.

Typesetting: The art department can typeset straight-line copy with our available fonts at no charge. If we do not have a requested font we will typeset in a similar font style.

E-mail Art Files: The following file formats are considered: .EPS, .CDR, .CMX, .AI, .PDF, .PSD, .TIF & .BMP. Raster artwork must be black and white at a minimum of 600 dpi at imprint size or larger. Vector art is preferred and all fonts must be converted to outlines and any placed images must be linked when saved. Please send camera-ready artwork to: art@balloonbasics.com. Please include your company name in the subject line of the e-mail for your artwork to be reviewed. Please have contact information in the body of the e-mail. To ensure the accuracy of e-mailed artwork please include jpg or pdf copy along with your e-mailed artwork. The art department is not responsible for poor quality, unreadable artwork or improperly saved files. Artwork delays will affect production and delivery schedule.

Multicolor Artwork: NEED ORIGINAL ART FILES FOR MULTI INK COLOR ART –NO PDF, TIF OR BMP-WE NEED TO BE ABLE TO MANIPULATE THE ART IN ORDER TO CREATE SCREENS/PLATES FOR EACH COLOR. Must be spot colors and sent color separated along with a vector composite of the artwork. The proper imprint colors should be part of the artwork as well as stated on the order. Color Registration: Due to the printing process products may shift or move during production and no two products will look alike. We can trap and overprint depending on the product and ink colors. Colors on screen printed items such as Latex and Foil balloons can shift up to 1/4" in any direction, with the exception of backboards and sun catchers which can shift 1/16"1/8" in any direction.

EXACT REGISTRATION CANNOT BE GUARANTEED ON ANY PRODUCT

Art Charges: Complex designs such as re-creating a line drawing from a photograph, e.g. churches, people, etc. can incur an art charge of $45.00(A) per hour. .

E-mail Virtual Proofs: Proofs will incur a charge of $12.00 and must be requested in writing on the order. please specify the e-mail address designated for the proof. Our standard proof template is sent unless otherwise specified requests such as blind proofs virtual proofs. On paper proofs relative size, color and placement are for general reference only and it is not intended to be an exact depiction of the final product. Please check spelling, phone numbers, layout and product information. Discount Helium will not be held responsible for final products with proof approvals containing any errors other than print quality or product defect. It is important to approve paper and/or product proofs as soon as possible to meet the delivery dates. If approvals are delayed, rush charges and/or expedited freight may be required at the customer's expense to meet a specific delivery date. If a proof has been approved and sent to production and artwork changes are requested there will be ac harge of $40.00(A) to have the order pulled from production, delays in delivery may occur. A copy of your artwork will be sent on your acknowledgment.

Layout: Artwork layout affects imprint size & clarity. Artwork will be printed as received and will not be altered. Please set artwork appropriately to the imprint area.

Available Fonts:

Sans Serif Selection

Arial
AvantGarde
Berlin Sans
COLLEGE
Compacta
Dom Casual
Eras Bold ITC
Eurostile
Futura
Gill Sans
Helvetica
Humanist
Impact
Kabel
Lucida Sans
Optima
Swiss
Tahoma
Zurich

Serif Selection

Aldine401 BT
Bell
Benguiat
Bodoni
CASTELLAR
Century
Clarendon
Cooper Black
Elephant
Garamond
GeoSlab709 Xbd BT
Goudy
Korinna BT
Palintino
Postino
Souvenir
Spumoni LP
Times New Roman
Windsor BT

Script Selection

Amazone
Brody
Brush Script
Edwardian Script
Freestyle Script
Mistral
Murray Hill
Park Avenue
Rage Italic
Ribbon 131
Script MT
Snell
Vivaldi

Decorative Selection

AdLib
Bauhaus
Broadway
CheapFire
CityDEEbol
ComicSans
CurlzMT
GOUDYSTOUT
HoboBT
Jester
Kids
PRINCETOWN SOLID
Ravie
UniversityRoman
Zap-Chance

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