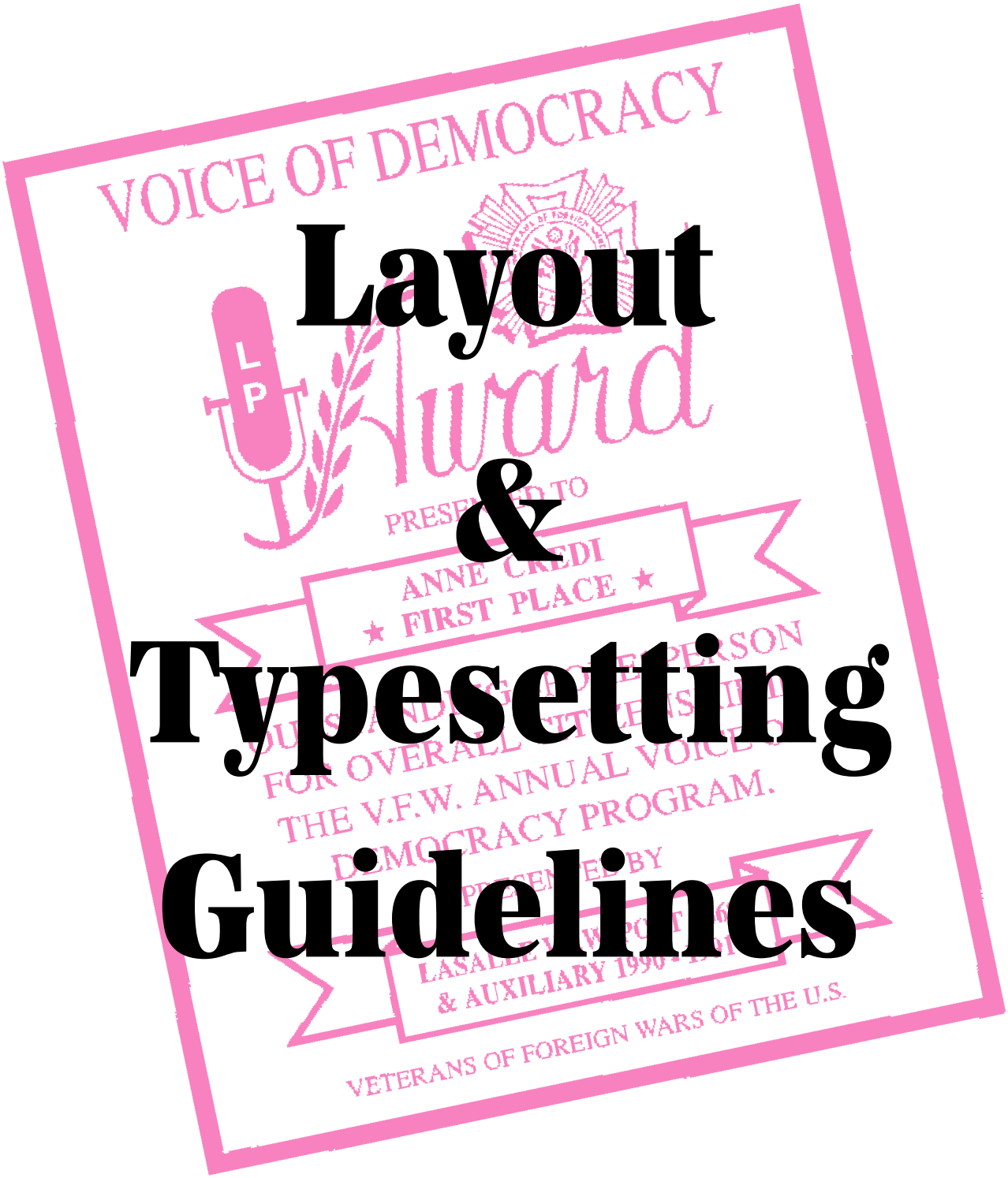


Layout & Typesetting Guidelines

asi 57990

General Artwork Guidelines

The guidelines for producing artwork for Electronic Scanning and Engraving is simple, almost anything goes. If a copy machine can see the artwork, the engraving machines will see it better and engrave it beautifully! Today's world of desktop publishing and laser printers make producing artwork easy. To organize all the options available with the computer publishing tools requires some planning. The following is intended to provide general guidelines in creating the desired messages and to show some of the various options to illustrate effective layouts.

The following pages show some of the borders, type styles, special effects and graphics available through the factory Art Department. Artwork can be supplied in a camera ready format, ready to scan and engrave, or the Art Department can work with you to create a layout. The instructions for producing artwork through the Art Department should convey the ideas you have. Rough sketches are best in describing the layout. However simple instructions are also useful such as smallest line, large, largest, emphasize this, curve that, etc... If you want, the Art Department can provide ideas to enhance the layout. An effective layout will normally have a custom logo, signatures, drawings or other artwork. A general rule to follow with submitting logos, or camera ready art is that the better the quality of art sent, the better the engraving will be. If there are any questions about creating the layout or concerns about providing the correct instructions, contact the factory or ask for a Fax proof.

THE HOW-TO OF PLAQUE MESSAGES

There are Four Steps involved in the creation of a custom plaque:

1. Design the Message
2. Select the Plaque Style
3. Rough out the Layout
4. Select Material for the Engraving

1. The most creative aspect is the engraved message. Some of the standard copy used on an award or recognition plaque is as follows:

Reason for the Plaque - The accomplishment, feat or achievement; usually this is a prominent line of copy.

Descriptive Phrase - The specific purpose of the plaque or a detailed description of the occasion. (example: for superior performance and outstanding sales achievement.)

Presentor's Name - The name of the company, group or person presenting the award.

Location - The department, city, state, region of the presentor or recipient. (example: Eastern Sales Region)

Date - When the plaque was earned or presented.

Connecting Phrases - These are used to tie the entire message together. (examples: Presented To, In Apreciation Of, In Recognition, In Memory Of, For Excellence, Dedicated To, etc.)

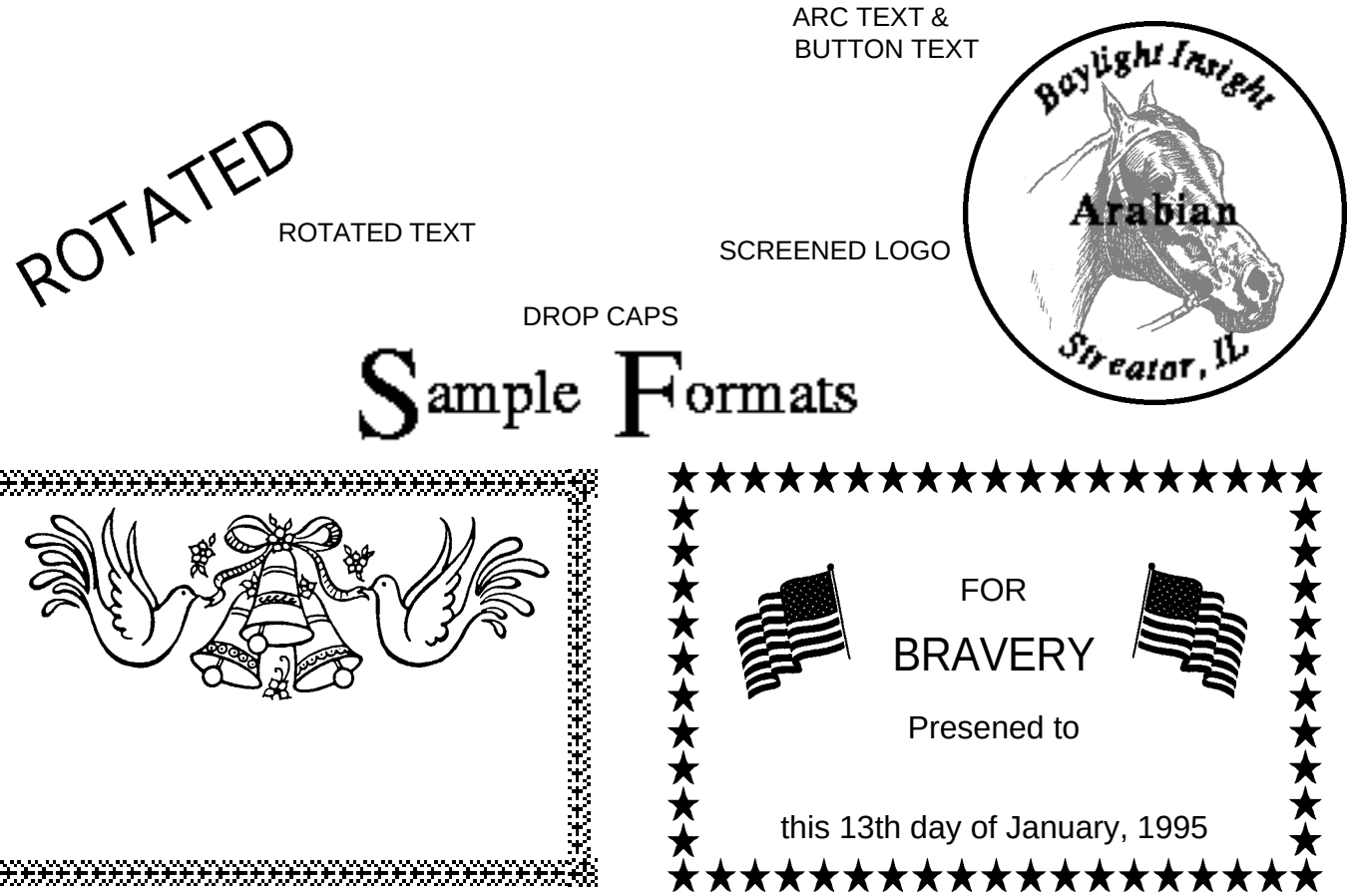
Graphics - This often includes borders, designs, artwork, and company logos. As we can virtually engrave anything on paper, items such as photographs, or newspaper clippings can also be engraved as a part of your message.

2. The plaque styles offer a wide variety of sizes, shapes, materials and finishes to choose from. Select a plaque large enough to accomodate the area required by your message.

3. Rough out your message on a piece of paper. A "drawing" of the plaque helps you to organize and put things in proportion. It is important to have a visual diagram to refer to. Give specific instructions: direction of plate, border, logos, designs, typestyles, capitalization, and punctuation. Please check the spelling. The art department will follow your instructions and complete the layout, giving the best appearance possible.

4. The selection of the engraving materials puts the final touch on the engraving. Different materials, colors and finishes will produce unique, creative engravings.

We now have a collection of "***Special Effects***" available, such as Arc Type, Drop Caps, Screened Logos, Rotated Text, and Curved Button Text. Give us an idea of what you are looking for and we'll do our best.



TYPESETTING & ARTWORK - DEFINITION OF TERMS

Typeset Art . . .

. . . is artwork that is created at the factory. It involves an Art Setup, which is the layout of the plate. A layout is defined as a particular size plate with a fixed number of lines and definite arrangement (placement of names, dates, borders, etc. . .). Changing either the size of the plate, number of lines, or the arrangement creates another Art Setup. The Art Setup is designed to be a one-time charge for a specific layout. It is simple to repeat an order at a later date; refer to the previous order and that setup will be used without an additional setup charge.

Ready Art . . .

. . . consists of good quality artwork sent in by the customer that is the proper size and desired arrangement. It is in a finished form, with crop marks, ready to scan and engrave. Ready Art requires no changes; it does not apply to art that must be trimmed or pasted-up to straighten it or make it the right size.

Logo Setup . . .

. . . refers to logos that are being used in a first time setup. A logo setup applies to each logo being used. As in an Art Setup, a customer can refer to previous orders to use a specific logo. Logos that require extensive repairs can be cleaned up upon request.

Photographs . . .

. . . photographs are a special type of artwork requiring extra attention to maintain the quality of the photo. The enlargement or reduction of photographs will be charged per exposure. Cleanup and editing of photos can be done at special request.

Paste-Ups, Name Changes . . .

. . . applies to plaques and ready art. If a plate is to be engraved from ready art, but needs new information stripped in, that is considered a paste-up. A name change refers to plaques that have the same arrangement, but different names, dates, offices, etc. . .

Borders and Graphics . . .

. . . the borders and designs shown on the following pages can be added to the Typeset Art at no charge. Borders can be added to a Ready Art plate with Art Setup and Paste-up charges.

There is a large collection of graphic decorations available in our Standard Art Files. The complete collection of these items is rather large and prohibits printing. Any request for a design or decoration will be filled to the best of our capabilities.

TYPE FACE SELECTION

Most Typefaces available in Plain, Bold and Italic

ABILENE

Abracadab

ALCUIN

Alexandria

Americo

Antiqua

Antique Olive

Arial

Avant Garde

Avian

BALLON

Bank Script

BASKERVILLEOL

Basker

Bellevue

Berthold Script

Black Knight

Block

Bodoni

Bonnard

Britannic

Brush Hand

Brush Script

Calligraphy

Campanile

CAPITALS

CaslonOpenFace

Chancery

Charcoal

Clarendon

Clearface

COLLEGIATE

Cookie

Cornet

Coventry Script

Dorovar

Epoque

Eras

Eurostile

Egyptienne

Flash

FletcherGothic

Formal Script

Fritz

Futura

FutureType

Futurist

Gadget

Galileo

Garmand

Garnet

Gastsby

Gazelle

Georgia

GillSans

Gothic

Goudy

GoudyMedieval

GoudyOldStyle

Gregorian

Grotesk

Hammer

Handwriting

HandyMan

Harlequin

Helvetica

HighlandGothic

Hobo

Imperial

Hogarth Script

Jaclyn

Johnson

Jott

Joust

Jurasaki

Kasse

Kells

KingsFont

Krone

LaPeruta

LatieneSwa

LetterGoth

LightWave

Magic

Marquee

Meath

Micro

MONTEREY

MoulinRouge

NewCentSch

News Gothic

NEWSGOTHIC

Nouveau

Novarese

Old English

OldStyle

Optima

Paint Stroke

Paladin

Palatino

Park Place

Pendragon

PhoenixScript

PopplPont

Prelude

PT Barnum

Rachel New

Regency Script

Robin Hood

Rocko

SansSerif

SedonaScript

Sherwood

slenderGold

Soutane

Standard Brush

Tabitha Type

Technical

TimeScrMed

TimesEuropa

Times Roman

Utopia

Vagabond

Vendome

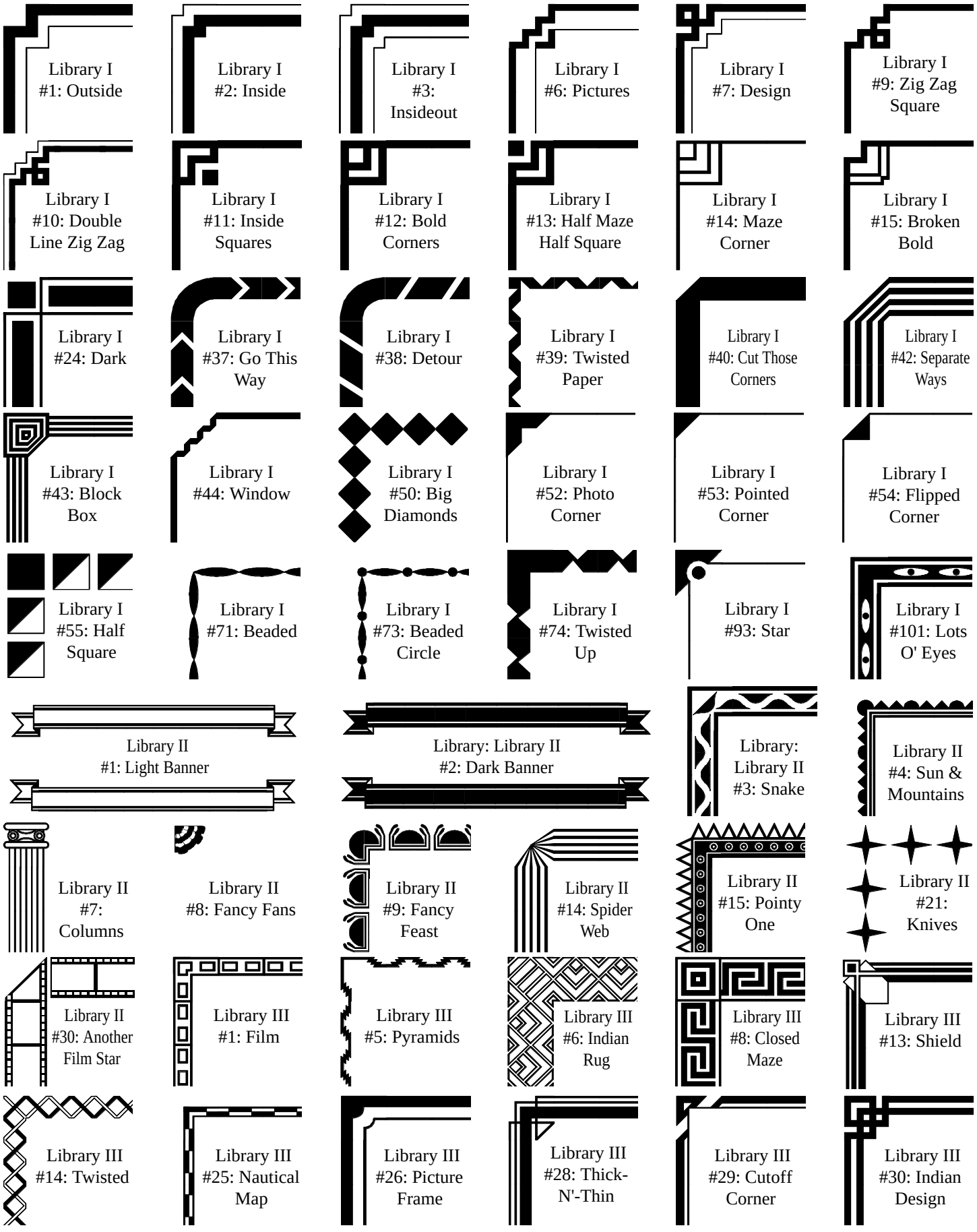
Veranda

Vertigo

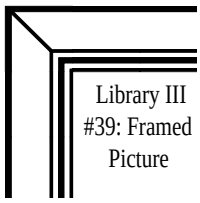
Zapf Chancery

ZephyrScript

1999 asi 57990

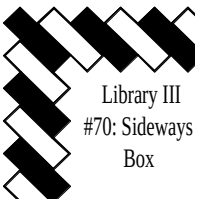


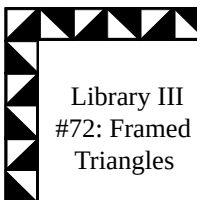
Choose from the variety of Decorative Borders. The border design will be sized to match the plate size. Refer to the description or letter corresponding to the design to select a border.


Library III #39: Framed Picture

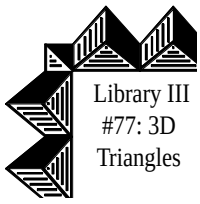

Library III #58: Sunrise

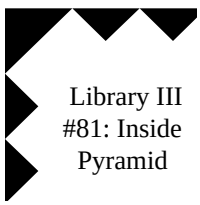

Library III #63: Pillow

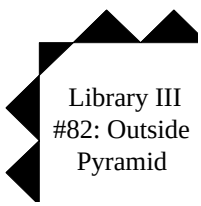

Library III #70: Sideways Box


Library III #72: Framed Triangles

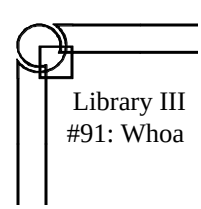

Library III #75: Triangle Diamond


Library III #77: 3D Triangles

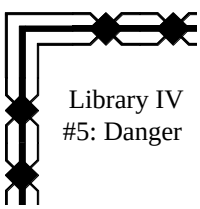

Library III #81: Inside Pyramid

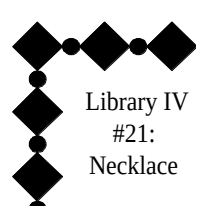

Library III #82: Outside Pyramid

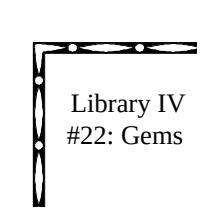

Library III #88: Chinese Corner


Library III #91: Whoa

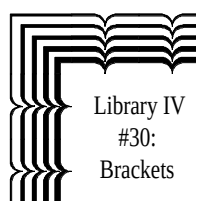

Library III #92: Hurting Eyes

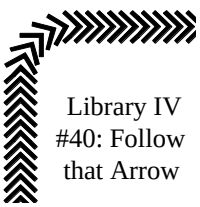

Library IV #5: Danger

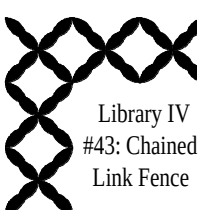

Library IV #21: Necklace


Library IV #22: Gems

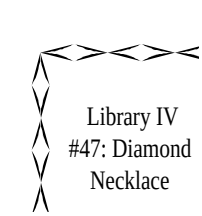

Library IV #29: Tri Certificate


Library IV #30: Brackets

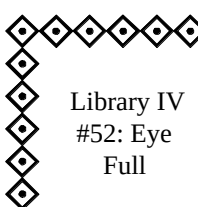

Library IV #40: Follow that Arrow

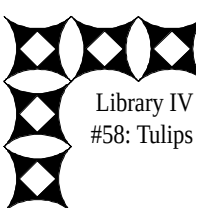

Library IV #43: Chained Link Fence


Library IV #44: Daisy Chain


Library IV #47: Diamond Necklace


Library IV #48: Flat Diamonds

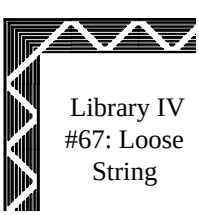

Library IV #52: Eye Full


Library IV #58: Tulips

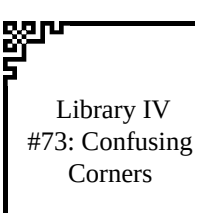

Library IV #59: Wild Side

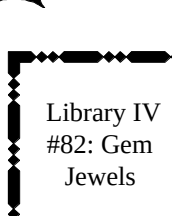

Library IV #64: Fancy


Library IV #65: Hat Hooks

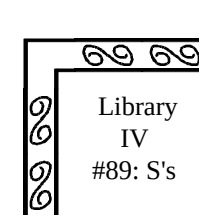

Library IV #67: Loose String

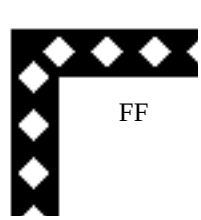

Library IV #68: Star Spangled Banner

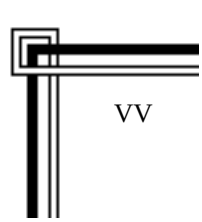

Library IV #73: Confusing Corners

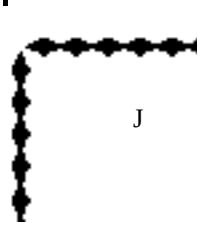

Library IV #82: Gem Jewels

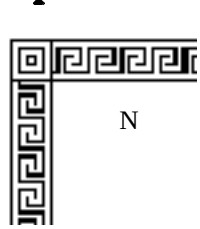

Library IV #85: Square Slant

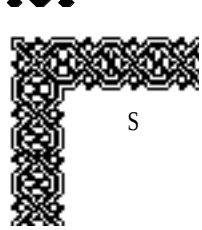

Library IV #89: S's

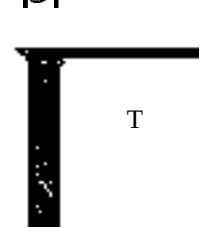

FF

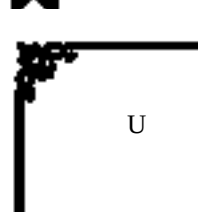

VV


J


N


S


T

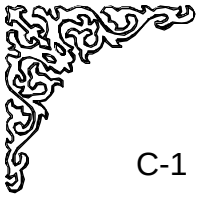

U

V

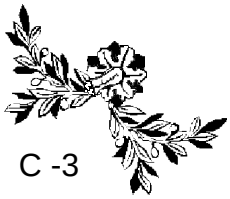
W

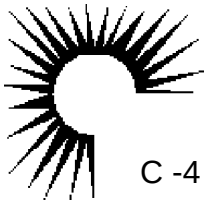
The line borders KK-QQ can have a variety of shapes in any size. Square corners, rounded corners, angled corners, and concave corners. Please note if a specific size is required

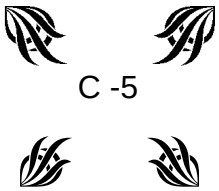
✶ DESIGNS ✶


C-1


C -2


C -3


C -4


C -5


C -6


C -7


C -8


C -9


C -10

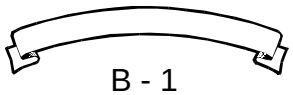


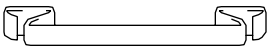


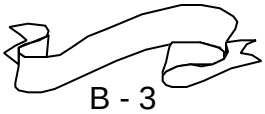







B - 1


B - 2


B - 3


B - 4


B - 5


B - 6


B - 7

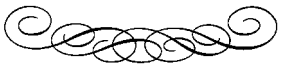

B - 8


D - 1

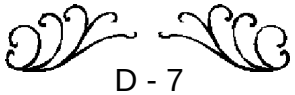

D - 2


D - 3


D - 4


D - 5


D - 6

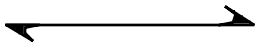

D - 7


D - 8


D - 9

D - 10


D - 11


D - 12


D - 13


D - 14


D - 15


F - 1


F - 2

F - 3

F - 4

F - 5

Standard Plaque Sizes & Styles

LAMINATED WALNUT BOARDS

XX = WE (Walnut), BE (Black Edged), MB (Marble), or OK (Oak)

Order #:	Size:
XX 4x6	4¼ x 6 x 1/2"
XX 5x7	5 x 7 x 1/2"
XX 6x8	6 x 8 x 1/2"
XX 7x9	7 x 9 x 1/2"
XX 8x10	8 x 10 x 1/2"
XX 9x12	9 x 12 x 1/2"
XX 10x13	10½ x 13 x 1/2"
XX 12x15	12 x 15 x 1/2"

Larger sizes available

SOLID WALNUT PLAQUES

Order #:	Size:
SW 4x6	4¼ x 6 x 3/4"
SW 5x7	5 x 7 x 3/4"
SW 6x8	6 x 8 x 3/4"
SW 7x9	7 x 9 x 3/4"
SW 8x10	8 x 10 x 3/4"
SW 9x12	9 x 12 x 3/4"
SW 11x13	11 x 13 x 3/4"
SW 12x16	12 x 16 x 3/4"

Larger sizes available

SOLID WALNUT PERPETUAL

Size:	Description:
12x 12 x 3/4”	12 Place
12x 18 x 3/4"	24 Place
15x 22 x 1"	36 Place

SOLID OAK PLAQUES

Order #:	Size:
SO 7x9	7 x 9 x 3/4"
SO 8x10	8 x 10 x 3/4"
SO 9x12	9 x 12 x 3/4"
SO 12x15	12 x 15 x 3/4"

SOLID WALNUT SHADOW BOX

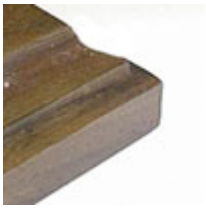
Order #:	Size:
SB 8x10	8 x 10"
SB 9x12	9 x 12"
SB 12 x15	12 x 15"

Backing Plates: Aluminum & Brass Available

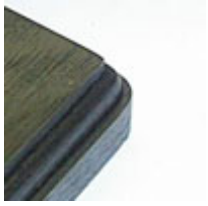
Available Plaque Edges

Solid Wood Edges:

Solid Walnut Edge 1



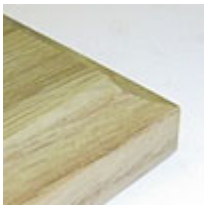
Solid Walnut Edge 2



SW Rounded Corner



Solid Oak Board

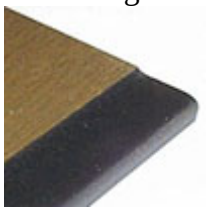


Particle Board Edges:

Walnut Edge Melamine



Black Edge Melamine



Simulated Oak



Simulated Marble



Engraving Material Listing

The Engraved area in the Brass and Aluminum materials can be left natural or blackened.

Popular Materials

Cit 42 - Satin Brass
Cit 44 - Gloss Black Aluminum
Cit 52 - Black Enamel Brass
Cit 39 - Brushed Silver Aluminum
Cit 40 - Black Zinc
(Used for Photo Reproduction)

Brass

CIT 50 - Polished Bright
CIT 57 - Red Enamel
CIT 58 - Brown Enamel
CIT 59 - Purple Enamel
CIT 60 - Green Enamel
CIT 61 - White Enamel
CIT 62 - Burgundy Enamel
CIT 63 - Matte Gray Enamel
CIT 64 - Blue Enamel
CIT 65 - Teal Enamel

Anodized Aluminum

CIT 33 - Brushed Copper
CIT 34 - Brushed Antique
CIT 35 - Brushed Green
CIT 36 - Brushed Gold
CIT 37 - Brushed Blue
CIT 38 - Brushed Red
CIT 41 - Brushed Violet
CIT 45 - Gloss Green
CIT 46 - Gloss Gold
CIT 47 - Gloss Blue
CIT 48 - Gloss Red
CIT 49 - Gloss Silver
CIT 53 - Gloss Violet

Opaque Aluminum Colors

CIT 20 - Opaque Teal
CIT 21 - Opaque White
CIT 22 - Opaque Burgundy
CIT 23 - Opaque Orange
CIT 24 - Opaque Blue
CIT 25 - Opaque Green
CIT 26 - Opaque Yellow
CIT 28 - Opaque Red
CIT 30 - Opaque Brown

Plastic

PL Aluminum/Black Core
PLAluminum/Blue Core
PL Brass/Black Core
PL Gold/Black Core
PL Black/White Core
PL RoyalBlue/White Core
PL Med. Blue/White Core
PL Brown/White Core
PL Chocolate/White Core
PL Burgundy/White Core
PL Gray/White Core
PL Ivory/Brown Core
PL Light Oak/White Core
PL Walnut/White Core
PL Red/White Core
PL White/Red Core
PL White/Black Core
PL White/Blue Core
PL White/Green Core
PL Army Green/White Core
PL Forest Green/White Core
PL Kelly Green/White Core
PL Yellow/Black Core
PL Orange/White Core
PL Purple/White Core
PL Emerald Green Stone
PL Black Stone

Premium Materials Extra Charge Required, Call for Quote

Bright Nickel Chrome Brass, Satin Nickel Chrome Brass.
Marble Aluminum Colors: Black Background with Blue, Brown, Teal, Green, White or Red Veins.

More Colors Available!