

Below is a summary of the preferred and alternate ways to submit artwork to MSA Logo Express Service. Please review the document for process details.



	Preferred	Alternate
METHOD FOR SUBMITTING ARTWORK	Electronic file, by email to your MSA distributor	Electronic file, by trackable mail carrier service to your MSA distributor
PROGRAMS FOR SUBMITTING ARTWORK	CorelDRAW (version X6 or lower) Adobe Illustrator (version CS6 or lower) Adobe Photoshop (version CS6 or lower)	None
ARTWORK FILES	Vector Files: .cdr (CorelDRAW) .ai (Adobe Illustrator) .eps (Encapsulated Postscript)	Raster Files (minimum resolution 300 dpi): .jpg (JPEG file) .pdf (Portable Document Format) .tif (TIFF file) .png (Portable Network Graphics) .gif (Graphics Interchange file) .bmp (Bitmap File)
FONT REQUIREMENTS	<ul style="list-style-type: none"> ■ Convert all fonts to "outlines" (Adobe Illustrator) or "curves" (CorelDRAW) ■ Provide a list of actual fonts used with artwork file. Font type must be TrueType and/or PostScript Type 1. 	None

Submitting Artwork

Preferred Method for Submitting Artwork

The best way to submit your logo artwork is via email as an electronic file that is PC-compatible. Use these steps:

1. Send the artwork by email to the MSA distributor taking your order. They will send it to MSA Logo Express Service.
2. Name the Pantone Matching System (PMS) ink colors used in your artwork (if you know them). Type the actual numbers in the email, as colors sometimes don't transmit properly through email. For example, MSA's logo is green, but specifically, the color of our brand logo is PMS 355.
3. Provide all linked graphics and fonts (see "Font Submission")

Alternate Method for Submitting Artwork

MSA Logo Express Service will also accept electronic of artwork submitted by mail carrier:

1. Burn artwork to a CD and send by mail carrier service to the MSA distributor taking your order. They will forward all files to MSA LogoExpress Service.
2. Include a high-quality printed copy of your artwork. Please identify any PMS colors used in your artwork directly on the paper copy. For example, the rectangle in MSA's logo is green, but that specific shade of green is designated as PMS 355.
3. Provide all linked graphics and fonts (see "Font Submission")

Did you know?

If you **only** have other types of artwork, (e.g. printed copies of letterhead or business cards), please contact MSA Logo Express Service for submission instructions.

If you are requesting the Image 2000™ premium process (photographic quality images), only a digital file or a high-resolution photo of your artwork will be accepted. Other types of artwork (e.g. business cards and/or letterhead), are NOT accepted for use with the Image 2000 process.

Accepted Programs for Artwork Submission

Logo Express will only accept artwork created using the following graphic design software:

- CorelDRAW
- Adobe Illustrator
- Adobe Photoshop

Artwork Files

Preferred Artwork Files

For optimum quality and turnaround, please send artwork to MSA Logo Express Service as a vector file (e.g. EPS and AI files). Vector files can be scaled and edited without loss of resolution. Examples of acceptable vector files include:

- **.cdr** (CorelDRAW)
- **.ai** (Adobe Illustrator)
- **.eps** (Encapsulated Postscript)

If you don't have a vector file to send, please contact the designer or creative agency who developed the original artwork. If you are unable to acquire a vector file, the MSA Logo Express Service design team will work with what is available; however, this could result in additional costs and may delay completion of your order.

Did you know?

Changing the file extension of non-vector artwork does not convert it to a vector file. Similarly, opening a low-resolution file (e.g. JPEG) and then "re-saving" it as a high resolution file (300 dpi or higher) won't work either. Either of these scenarios could stall the printing process and increase your cost and delivery time since our design team may have to recreate the file.

Font Submission

Failure to specify or provide files for the typefaces used in your artwork is the most common source of delays and logo errors. If your artwork includes text, please be sure to:

- Convert type to outlines:
 - **Adobe Illustrator** (Type > Create Outlines)
 - **Corel Draw** (Convert to Curves using Ctrl+Q or Command+Q)
- Submit a list of all fonts used, along with the actual font files. All fonts should be TrueType and/or Postscript Type 1 formats.

NOTE: Do not use Helvetica Narrow; it is unreliable and could complicate the printing process.

Alternate Artwork Files

Unlike vector artwork, raster files cannot be scaled without loss of resolution and are difficult to edit. Although not the preferred file format, MSA Logo Express still accepts raster files. Please keep in mind that raster files may require increased preparation time to ensure the quality of your final printed logo. Examples of raster files are shown below:

- **.jpg** (JPEG file)
- **.tif** (TIFF file)
- **.bmp** (Bitmap file)
- **.pdf** (Portable Document file)
- **.png** (Portable Network Graphics)
- **.gif** (Graphics Interchange file)

Did you know?

Dots per inch (dpi) is a term describing the resolution of artwork files. The higher the resolution or dpi, the sharper your artwork file will appear when printed. **Any rasterized file submitted for use must be minimum 300 dpi.** If not, MSA Logo Express will have to recreate the artwork, resulting in additional cost and delivery delays.

Additional Tips

- If submitting artwork by mail, please include a high-quality, color laser printout of your artwork.
- Never send MSA Logo Express Service the original copy of your artwork file. Always save a copy for own files.
- To avoid confusion, please delete unnecessary elements on the project workboard or artboard. For example, instead of hiding an unwanted element with a white box, delete it.

Did you know?

When selecting a helmet color, be sure to take into account how the colors in your artwork will coordinate with it. Conflicting colors can complicate the printing process. For example, if you select a black helmet and your logo is also black, MSA Logo Express Service may have to "reverse" your logo (e.g. convert it to white) so the artwork will be visible on the helmet.

QUESTIONS? Please contact MSA Logo Express Service at:

Email: Logo.Express@MSAsafety.com **Phone:** 1-800-MSA-Logo (1-800-672-5646)

Fax: 724-325-2252 **Address:** MSA Logo Express Service, 3880 Meadowbrook Road, Murrysville, PA 15668-1753

Note: This bulletin contains only a general description of the products shown. While uses and performance capabilities are described, under no circumstances shall the products be used by untrained or unqualified individuals and not until the product instructions including any warnings or cautions provided have been thoroughly read and understood. Only they contain the complete and detailed information concerning proper use and care of these products.



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