

The Original Floating Action Pen  
& High Quality Acrylics



# Design Manual





# Artwork Service Levels

## QUICK SERVICE

Free of Charge

- Artwork submitted **digitally** according to the Eskesen sketch sheets.

## DIGITAL SERVICE

See present price list

- Artwork submitted **digitally**, but Eskesen needs to **adapt** the artwork to fit the sizes of the sketch sheets.

## ANALOGUE SERVICE

See present price list

- Artwork submitted **digitally** or **analogue** (photos, post cards or brochures), but Eskesen **needs to put together** the single images to achieve the artwork required and **adapt** the artwork to fit the sizes of the sketch sheets.

## OUTSIDE CATEGORY

See present price list

- Artwork submitted **digitally** or **analogue** with a **too low dpi (resolution)** or **bad imprint quality**, where Eskesen **needs to re-create** the artwork.





# Technical specifications

- For artwork made up in Illustrator or other vectorized programmes, it is essential to **outline** the font required.
- For artwork made up in Photoshop or other pixel-based programmes, the image resolution must be **300 dpi minimum**.
- If document/file includes imported image files, then these need to be sent separately in either **eps** or **tiff** format.
- To achieve optimum print quality, the logos and texts are to be submitted in **vectorized format**.
- When a special **pantone colour** is required, the pantone reference number needs to be mentioned in the artwork. Artwork must be submitted with correct pantone colour.
- Please stuff artwork files in **zip-it** or **stuff-it**.
- Artwork must be submitted **digitally** in the following sizes:

## Floating Action:



### Long model:

Back panel:	160,0	x 19,5 mm	1890	x 230 pixels
Floater:	55,0-100,0	x 21,0 mm	650-1181	x 248 pixels
Background:	160,0	x 23,3 mm	1890	x 275 pixels
Foreground:	160,0	x 19,5 mm	1890	x 230 pixels

### Short model:

Back panel:	125,0	x 19,5 mm	1476	x 230 pixels
Floater:	55,0-100,0	x 21,0 mm	650-1181	x 248 pixels
Background:	125,0	x 23,3 mm	1476	x 275 pixels
Foreground:	125,0	x 19,5 mm	1476	x 230 pixels

For further information we refer to the detailed **Sketch Sheet for Floating Action**.

## Acrylics:



Requirements are depending on product's size and shape.  
Artwork must be minimum double of imprint size.

For further information we refer to the detailed **Sketch Sheet for Acrylics**.



# You are about to be inspired!

**Long Design Barrel**  
**Langes Motivrohr**  
**Tube de Motif Long**  
**Langt Motivrør**

### Artwork requirements

#### Programs

Adobe Illustrator CS 5  
Adobe Photoshop CS 5  
Freehand 8  
Corel Draw GS X4

#### Resolution

Min 300 dpi

#### Format

EPS  
TIFF  
PNG  
JPG  
PDF  
PSD  
AI

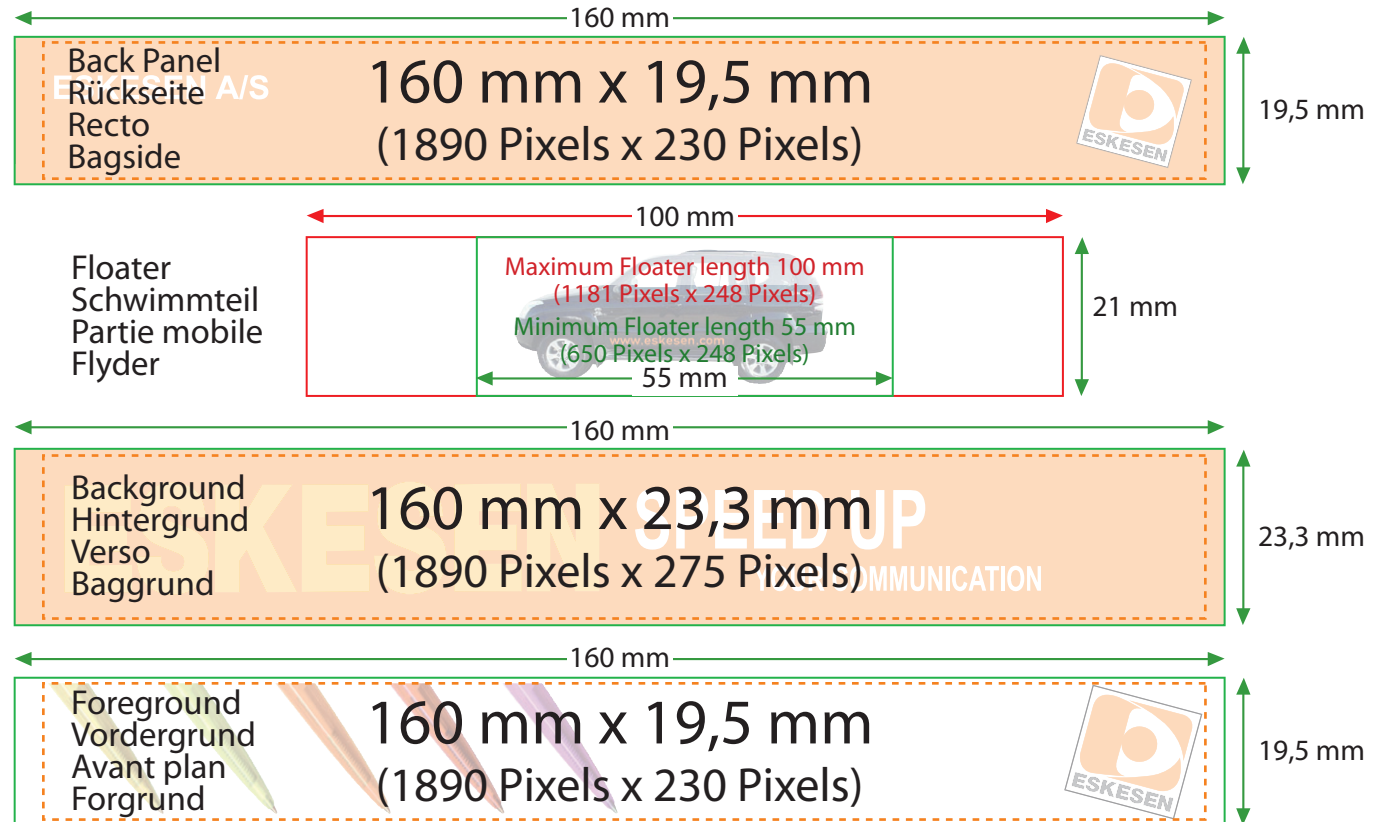
#### Media

E-mail  
CD-rom  
FTP upload

[View full technical requirements](#)  
[Click here](#)



## FLOATING ACTION



The parts of the illustrations bleeding outside the dotted lines are not seen in the completed product!  
Motivteile ausserhalb der gestrichelten Linien sind im fertigen Produkt nicht sichtbar!  
La partie en dehors des lignes ponctuées ne soit pas reproduite dans l'article définitif!  
Motivdele udenfor de stiplede linier ses ikke i det færdige produkt p.g.a. rørets krumning.



**ESKESEN A/S**  
Taastrupvej 7  
DK 4370 Store Merløse  
Denmark  
Ph.: +45 70 10 30 40  
Fax: +45 57 80 11 25  
e-mail: [sales@eskesen.com](mailto:sales@eskesen.com)