

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:



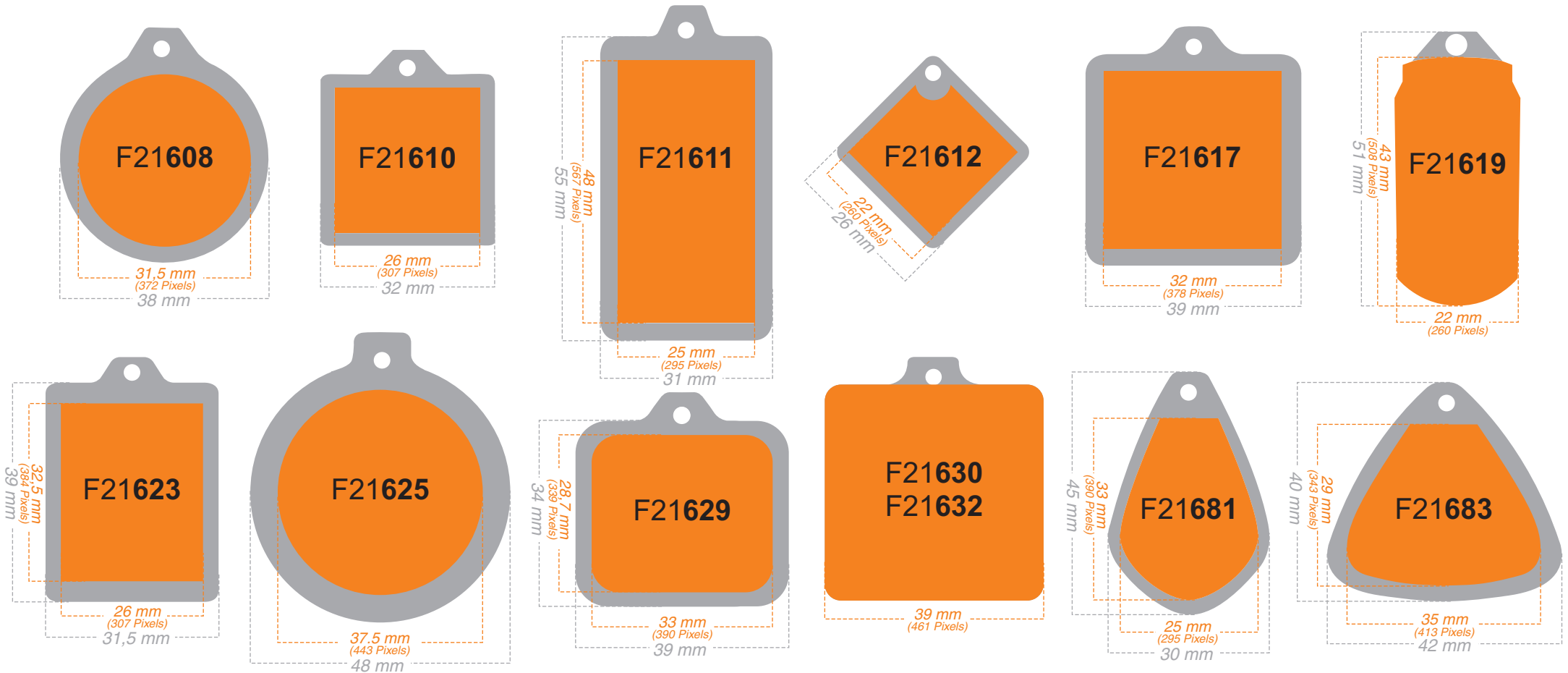
Requirements are depending on product's size and shape. Artwork must be minimum double of imprint size.

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

Acrylic

Keytag / Schlüsselanhänger / Porte-clés / Nøglevedhæng
 Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk

F21

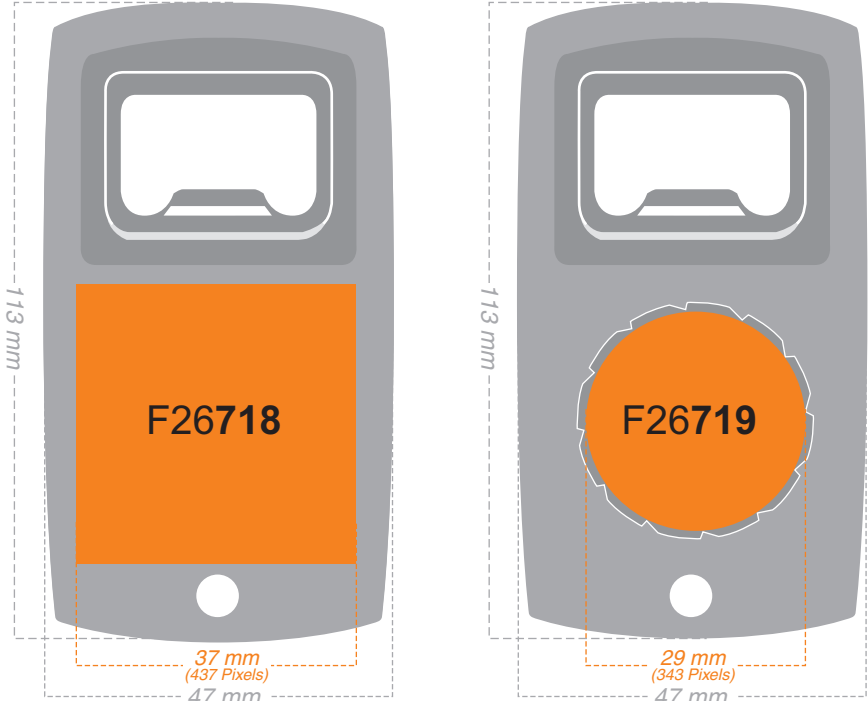


Dimension / Masse / Taille / Dimension

Print area / Druckfeld / Surface d'impression / Trykområde

You are about to be inspired!

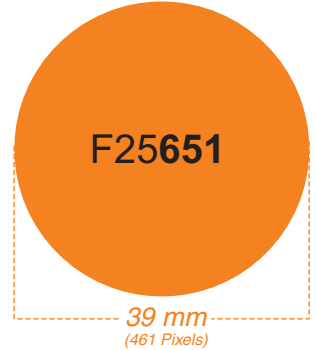
Acrylic *Keytag / Schlüsselanhänger / Porte-clés / Nøglevedhæng* **F21**
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk



F26718
 113 mm (height)
 37 mm (437 Pixels) (print area width)
 47 mm (total width)

F26719
 113 mm (height)
 29 mm (343 Pixels) (print area diameter)
 47 mm (total width)

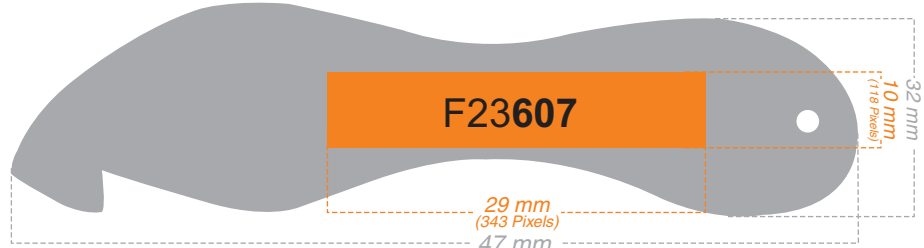
Acrylic *Magnet / Aimant* **F25**
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk



F25651
 39 mm (461 Pixels) (diameter)

F25650
 39 mm (461 Pixels) (side length)

Acrylic *Orange Peeler / Apfelsinen Schäler / Couteau D'Orange / Appelsin Skræller* **F23**
Silkscreen printing / Siebdruck / Finition sérigraphique / Silketryk



F23607
 29 mm (343 Pixels) (print area width)
 47 mm (total width)
 10 mm (118 Pixels) (print area height)
 32 mm (total height)

Dimension / Masse / Taille / Dimension

Print area / Druckfeld / Surface d'impression / Trykområde



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