

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



## FLOATING ACTION



### Artwork requirements

#### Programs

- Adobe Illustrator CS 3
- Adobe Photoshop CS 3
- Freehand 8
- Corel Draw GS X4

#### Resolution

Min 300 dpi

#### Format

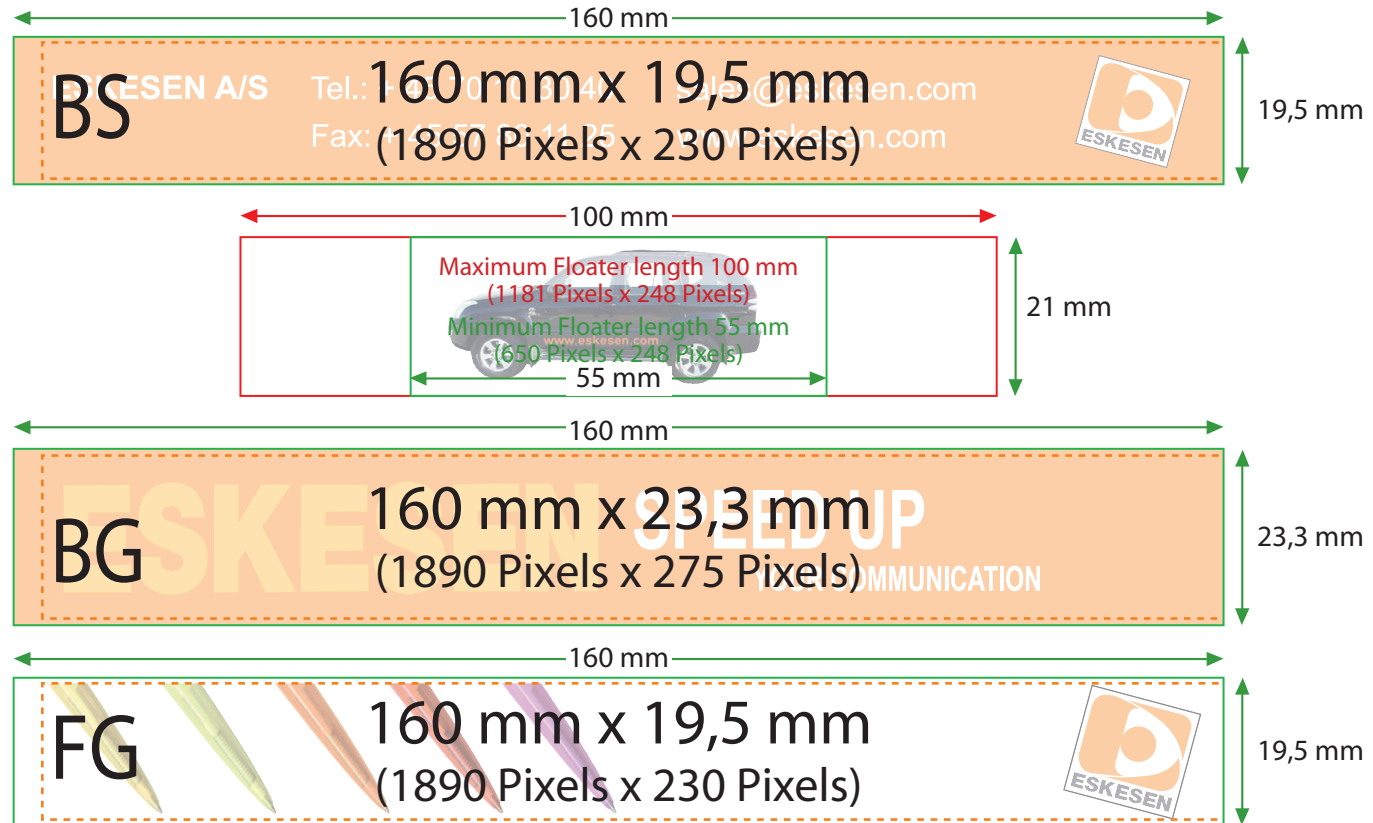
- EPS
- TIFF
- JPG
- PDF
- PSD
- AI

#### Media

- E-mail
- CD-rom

[View full technical requirements](#)

[Click here](#)



The parts of the illustrations bleeding outside the dotted lines are not seen in the completed product!  
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