



Guidelines for Submitting Logos on Imprinted Items

To put a logo or artwork on one or more of Amcon's personalized products you may either mail in your camera-ready art or e-mail it in a digital file. Please follow these guidelines:

Amcon defines logos as any images or drawings, including but not limited to, registered trademarks of individual optometric or ophthalmic practices, frame manufacturers, optical shops, etc. Lines of type set at any diagonal angle on the page and specific fonts are also considered to be logos. Amcon does not "match" fonts. "Generic" art or clip-art will not be provided by Amcon; art must be submitted by the customer the way that it should look on the imprint.

Mailing logos:

- Acceptable forms of camera-ready art would be business cards or office letterhead/stationary.
- Please do not send newspaper advertisements, faxes, or photocopies. These print from their sources too grainy and do not scan well enough to be used for our purposes.

Mail logos to:

Amcon Laboratories
Attn: Amy Lynne; logo
9735 Green Park Industrial Dr.
St. Louis, MO 63123

E-mailing logos:

- Format should be saved as eps, tif, gif, ai or jpg file format/type. (pdf documents may be acceptable, but please try to avoid them)
- Original artwork must have been created at 300dpi (dots per inch). Taking a picture off a web page does not usually meet this requirement as those pictures are usually created at a resolution under 100dpi.
- Black & white images only (no halftones/grey tones, screens, or photos); our printing processes do not support grey areas.
- E-mail files to amyf@amconlabs.com with the account # and the word "logo" in the subject line so that it is not mistaken for an advertising e-mail, a.k.a. "spam".

You may also mail a digital file that has been saved to a disc using the above specifications. Please label any discs that are mailed with your account #, practice name, and phone #. Mail discs to the above address. If you will need any of your materials returned to you, please include a self-addressed envelope, and we will gladly mail them back.