GREATGAZEBO.COM
PORTABLE PROMOTION SOLUTIONS

Thank you for choosing the Great Gazebo! We offer professional graphic design services for all of our products. Our graphics team can provide a free first layout, which includes basic logo placement, color scheme and any minor changes after the first layout. Additional changes may incur design fees. Our team can also offer more elaborate designs at an hourly rate of $60/hour. Please follow the below steps to help our designers achieve the best results for your product.

CHECKLIST —

STEP 1 » Send us any elements you would like to use in your design. This may include logos, images, slogans, text, fonts, etc. (please see the *"Understanding Types of Graphcis"* section below for detailed information on what types of elements can be used). Small files can be emailed to your sales associate (10MB or less) or you can upload larger files to our dropbox (go to *greatgazebo.com* and click *"upload"* in the menu at the top right of the page. Follow the upload instructions).

STEP 2 » Explain to us how you would like the elements arranged and what color scheme you would like to use in your design.

STEP 3 » Our graphics team will verify that any elements you have sent can be used and are of the recommended quality. A layout of your requested design will be prepared.

STEP 4 » Your sales associate will send you a proof showing the proposed layout for your approval.

STEP 5 » Review your layout and determine whether any changes are to be made to your design (changes may result in an extended production time and/or additional design fees).

STEP 6 » Once the desired design has been achieved, you will be asked to approve the artwork by signing and sending the layout back to us via fax or email.

STEP 7 » After we receive your approval, your artwork will be moved into the production stage. Please note that any changes to the artwork after approval may result in order delays, a non-discountable $100 fee and the cost of any materials that have already been produced at that time.
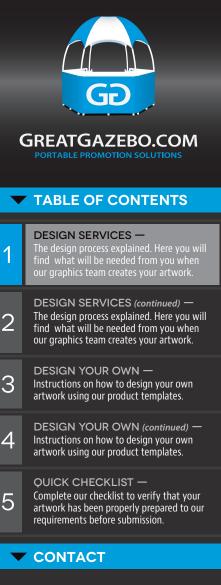
UNDERSTANDING TYPES OF GRAPHICS —

VECTOR »
When submitting logos, symbols, and other elements (excluding photographs), Vector formats are preferred as they provide the best quality and allow for resizing without loss of sharpness or detail. Most logos are created using Vector illustration software such as Adobe Illustrator. If someone created your logo or symbol, ask them to provide you with a Vector version (this type of file may appear as *"YourLogo.ai"* or *"YourLogo.eps"*. You may not be able to view this file without the proper application). If text is used in your Vector art, it must be converted to outlines before submission (ask your designer to do this for you). If you are unable to provide a Vector logo, a new version may need to be created before moving forward. You can have this commisioned independently or by our graphics team at a $60/hour rate.

DIGITAL IMAGERY »
Raster-based images, such as photographs, can be used in your artwork, but image quality must be considred. Raster images, unlike vector artwork, may lose detail when scaled resulting in a blurry or poor quality print. As our products have large graphic areas and are viewed up close, using images of the proper quality is an important factor in achieving a good print. Most digital images from an 8 megapixel camera (when captured at the highest settings) or higher can be used. However, composition, lighting, clarity and other factors can poorly effect images from even the highest quality cameras. It is best to provide the highest-resolution image avaialbe, as images can be decreased in resolution, but not increased without loss of quality. Our graphics team can determine if the images you have provid-

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ed will result in a clear and quality print.

IMAGE RESOURCES »

If you would like to use images in your design, you can provide your own images or find stock images from online resources such as istockphoto.com, shutterstock.com, unsplash.com, etc. Websites like these offer professional photographs at a variety of qualities and prices. If you would like to use an image from a resource such as these, our graphics team can help you select the size/resolution best suited for your project. Our staff can also handle the purchase (if necessary) and download of any image(s) for you (the image cost will then be added to the purchase price of your product, if applicable).

LICENSING & PERMISSIONS »

When submitting an image(s) it is important that you have permission or licensing rights to use those files in your design. Some images may be free to use in personal projects, but are not autorized for commercial use without the consent of the image owner or licensing rights. Please verify that you either *1) own the copyright to any and all images submitted to the Great Gazebo or 2) you are fully licensed by the copyright owner to use any and all image(s) in your Great Gazebo artwork.*

ACCEPTED FORMATS »

Accepted raster image formats include *JPEG, Photoshop (PSD or PSB, Adobe CC or earlier), TIFF, PDF, PNG, and BMP*. We cannot use images that are within a word processing document such as Microsoft Word, PowerPoint, or equivelant.

TEXT »

If you would like to use text in your design and have a prefered font(s), please provide the font name, or in the case that we don't have the font already, the installation file(s). Due to incompatability issues with some font types, we can only accept OpenType Fonts (.otf). Text can also be sent as a vector object by converting live type to outlines (in Adobe Illustrator, select Type > Create Outlines).
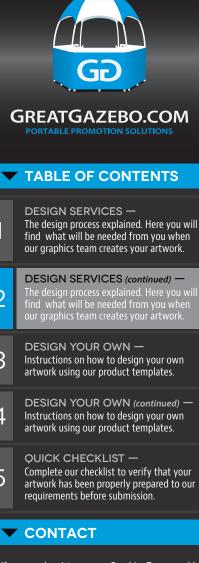
COLORS »

If you would like to use specific colors in your design, you will need to provide us with one of the following: 1) a CMYK breakdown of the color(s). For example, *C=95 M=70 Y=30 K=25*. 2) a *Pantone+ Solid Coated* color swatch. For example *Pantone 485 C*. 3) A swatch of the color(s) you would like us to use. For example, if you would like to use the color of an object, mail it to us and we will closely match the color(s) to a Pantone swatch.

FREQUENTLY ASKED QUESTIONS —

Q » *Our logo looks great on our website, business cards, and on my computer screen. Why is the Great Gazebo saying the logo we sent won't work?* *A »* *Logos are prepared in a variety of formats and resolutions for different situations. Websites, for example, are created to run efficiently, therefore logos and images are designed at a low resolution for fast page loading, but still look great on a screen. Great Gazebo products are somewhat unique in the way that they offer large graphic areas that are viewed close up. This means that we need your logo in a format that is best for large scale printing.*

Q » *When I look at my artwork/logo it looks correct. Why is the Great Gazebo saying that "fonts are missing" and they need the "text converted to outlines"?* *A »* *Text can only be displayed correctly on a computer that has the proper font files installed. A computer that does not have the proper font(s) installed will substitue an alternative font. This will create spacing problems, asthetic issues and other unwanted results. When text is converted to outlines, this compatability issue is resolved.*

Q » *It looks like our logo. My graphics person says it's high resolution. It has an EPS extension (YourFile.eps). Why is the Great Gazebo saying the artwork isn't correct?* *A »* *Looks can be deceiving. A file can be saved as an EPS and still be or include a raster image. The resolution is determined high enough if The Great Gazebo Graphics Department says it will work for our printers. A vector file must be saved as a vector image from a drawing program. i.e.: Illustrator or CorelDraw.*

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Thank you for choosing the Great Gazebo! We encourage professional graphic designers to create artwork for any of our products. All of our media is digitally printed and liquid laminated to add durabilty, shine, and UV protection. Please follow the below instructions on how to properly perpare your artwork for submission. Failure to meet our artwork requirements may create delays in your order. Use our Quick Checklist on page 5 before submission to avoid setbacks.

ARTWORK TEMPLATES —

Create your own artwork for any of our products using our Adobe Illustrator templates. Each set of product templates provides specific instructions for properly preparing your design. Please visit our website, *greatgazebo.com*, where all templates are available to download. Navigate to the corresponding product page (example: *Products » Baby Gazebo*) where you will find the template download area at the bottom right side. Please note that most of our products have multiple artwork templates. If you have used an artwork template in the past and are doing so again, please make sure that you are using the most up-to-date templates before proceeding. You can also contact us if you would like templates emailed to you directly.

COLOR SETTINGS —

COLOR FORMAT »

All of our products are printed using the CMYK process. All artwork is to be submitted in the CMYK color format using CMYK colors. If using raster images, first set-up in the CMYK format before placing into the Illustrator templates. Using other color formats may produce undisired results. For the best and darkest blacks, we recommend using the CMYK value, *C20 M20 Y20 K100*.

PANTONE »

Our printer is closely calibrated to the *Pantone+ Solid Coated* color chart. If your branding has specific color guidelines, please provide the Pantone+ Solid Coated chart value(s), or provide the color(s) to us as a CMYK breakdown (Example: *C10 M50 Y40 K15*). A valid Pantone+ Solid Coated name must be provided (Example: *Pantone XXX C*). If not, the color will be produced in the CMYK equivelant which can render undesired results. Gradients created with Pantone colors are known ro reproduce undesired restults, therefore CMYK colors are recommended. Please note that we are unable to reproduce metallic colors.

SAMPLES »

If color accuracy is a concern, a pre-production print sample can be sent to you for approval at a $50 cost. Contact your sales assotiate to request a sample. Please note that print samples may extend your production timeline and may not be available on rush orders.

IMAGE QUALITY & RESOLUTION —

Our products have large graphic areas and are viewed up close, therefore, we want to help our clients achieve the hightest print quality possible. We recommend using Vector artwork when available and high-quality raster images for the best results.

VECTOR »

Vector art is preferred. It provides the best quality and allows images to be resized without loss of sharpness or detail. If text is used in your vector art, it must be converted to outlines before submission (See *"Text & Fonts"* on *page 4* for additional information).

RASTER »

When selecting raster images, keep in mind that our products have large graphic areas, sometimes as large as 50 inches tall (refer to our artwork templates for the specific dimensions of the product you are designing). Because of the nature of our products, visitors will

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be very close to the graphics, so image quality is a factor. Be sure to select images that can be used on a large scale without losing quality. All photos or raster images must be 100 DPI at 100% scale. Our Adobe Illustrator templates are supplied at 10% scale, therefore, images can be prepared at the equivelant 1000 DPI at the 10% size. Please do not submit images above 100 DPI (at 100% scale) as this will create unecessarily large files and you may be asked to resubmit your artwork.

LICENSING & PERMISSIONS »
When using either vector or raster content, please verify that you either *1) own the copyright to any and all images submitted to the Great Gazebo or 2) you are fully licensed by the copyright owner to use any and all image(s) within your Great Gazebo artwork.*

TEXT & FONTS —
All text, including that within vector images, such as logos, should be sent with fonts as outlines or with a font folder included. Due to incompatability issues with some font types, we can only accept OpenType Fonts (.otf).

LINKED/PLACED IMAGES —
When adding linked or placed files (images, logos, etc) to your Adobe Illustrator document, those files must be embedded or included in a separate folder for submission. If this step is not completed, we will not be able to open your artwork and it will need to be resubmitted. To embed all linked images, choose *File » Save As*, choose a file name and location to save your document and then select *Save*. In the following dialog box, titled *"Illustrator Options"*, check the box to *"Include Linked Files"* and then select *"Ok"*. Alternately, you can include all linked images in a separate folder named *"Linked Images"* to be submitted along with your artwork file(s).

ACCEPTED FILE FORMATS —
The Great Gazebo prefers *Adobe Illustrator (Ai)* files (Illustrator CC or earlier), but also accepts *Photoshop (PSD or PSB)* files (Photoshop CC or earlier), *EPS, TIFF and Print-Quality PDF* files prepared to the specifications detailed above. Files can be sent using ZIP compression, but we do not accept files that have been compressed using the Stuffit format.
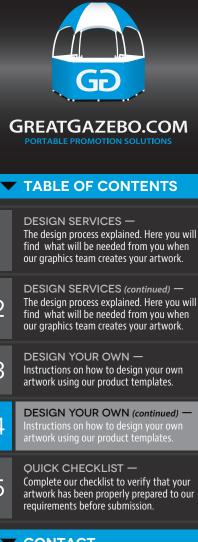
SUBMITTING YOUR ARTWORK —
Before submitting your artwork, complete the *Quick Checklist* on *page 5* to verify you have met all of our artwork requirements. Files under 10MB can be emailed to your sales associate or to *graphics@greatgazebo.com*. Files larger than 10MB can be uploaded via our website, greatgazebo.com. At the top right of the webpage, click *"Upload"*. You will be redirected to our Hightail dropbox. Choose *Select Recipients » The Great Gazebo* and then follow the directions to upload your file(s). Please include your organizations name in the file or folder name and any special instructions in your email or in the message box on Hightail. For alternative ways to submit your artwork, please contact your sales associate.

ARTWORK LAYOUT & APPROVAL —
Once your artwork has been submitted it will be assesed for image quality and that all guidelines were met. Our graphics team will then prepare an artwork layout for your approval. This layout will be a visual representation of your submitted design and identify the colors used in your artwork. Once you or someone from your organization approves the layout, your artwork will be moved into production.

Please note that all artwork submitted to the Great Gazebo for production must meet these requirements. Our delivery schedule may depend on the quality of the artwork submitted and upon any changes made to the artwork once the order has been worked on.

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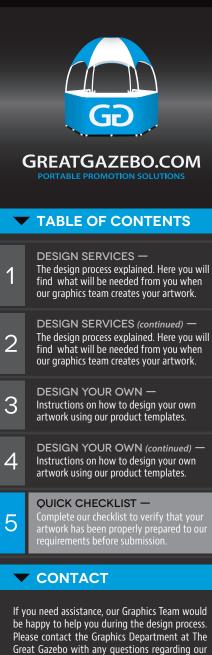
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QUICK CHECKLIST

☐ I HAVE USED THE LATEST ARTWORK TEMPLATES AVAILABLE FROM GREATGAZEBO.COM

☐ I HAVE USED THE CMYK COLOR FORMAT & HAVE SPECIFIED ANY PANTONE+ SOLID COATED COLORS

☐ I HAVE USED VECTOR ARTWORK AND/OR HAVE PREPARED ANY RASTER IMAGES AT 100DPI AT 100% SCALE (OR THE EQUIVALENT 1000DPI AT 1000% SCALE)

☐ I HAVE SENT TEXT AND VECTOR IMAGES, SUCH AS LOGOS, WITH FONTS AS OUTLINES OR WITH A FONT FOLDER INCLUDED (OPEN-TYPLE FONTS ONLY)

☐ I HAVE EMBEDDED ALL LINKED/PLACED IMAGES INTO MY FILE(S) OR INCLUDED IN A SEPARATE FOLDER WITH ALL LINKS

☐ FILES ARE SUBMITTED AS AI (CC OR EARLIER), PSD/PSB (CC OR EARLIER), EPS, TIFF, OR PRINT-QUALITY PDF

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