Bullard LOGO SHOP

Easy Deco Orders

Helping you receive the high-quality customization your customers demand.

Submitting Your Artwork

1. Contact the person who created the logo at your customer's company. Your customer can also contact a printer who has printed anything with the logo on it (letterhead, business cards, etc.). They will likely have camera-ready artwork and the Pantone® colors of the logo.

2. Include Pantone® color numbers for the logo while configuring your hat. Because color is highly subjective, and different computer monitors show colors differently, the Pantone® Matching System (PMS) is the universally accepted system used to identify colors. You or your customer should list known Pantone® colors under the "special notes" field.

3. Submit your artwork and Pantone® color numbers through www.BuildYourBullard.com. Feel free to call Customer Service at (877) BULLARD if you have questions about logo requirements.

Acceptable & Preferred File Types: Camera-Ready Artwork

Deliver superior customized hard hats to your customers...with stunning logos advertising their companies! Bullard offers quick **three day turnaround times** for camera-ready artwork proofs. Please submit electronic vector files on **www.BuildYourBullard.com.** Providing camera-ready artwork will give you the sharpest logos with the fastest lead times. Camera-ready files are high-resolution (300 dpi) Mac-based files with the following extensions:

- .EPS
- .FH
- .AI
- .CDR
- .PDF *(Please Note: PDF files are considered camera-ready only when saved in editable text and graphics format.)*

Tips for getting camera-ready artwork:

1. Ask your customer for **vector or line art**, or the original art used to print business cards, signs, letterhead, etc.

2. Ask for art that can been **converted to points and paths,** and includes any embedded files.

3. Remember, in most cases, neither you nor your customer may be able to open the file. That's usually the file we need.

Non Camera-Ready Artwork

We want to reproduce your customer's logo in the highest quality possible. However, if you cannot obtain camera-ready artwork, we can re-create a logo for you from the following files. Please Note: The file types listed below will require a **longer lead time of five to seven days** for proofs:

- .TIFF
- .JPEG
- .PDF
- .BMP
- .PNG

You may still mail hard copy samples of the artwork, such as letterhead, business cards or camera-ready art on high quality paper (not inkjet or laser print outs). However, these samples should be clear, simple one-color designs or multi-color designs if the colors do not touch. A higher quality sample will produce the best reproduction.

The file types below are much lower-quality files, designed for viewing on-screen, not for high-quality printing. They will require a lead time longer than five days. This lead time will vary based on the complexity of the logo.

- Any file that has been copied or saved from a web site
- Word documents with inserted images