

Source Artwork Readiness Index

The following index will help you to estimate the art production time and cost required to recreate or cleanup a logo that you submit.

Type One - Production Ready Vector Artwork

The vector artwork logo can be directly output to a production process without any modification. The quality factors for image size, text size, contrast, edge definition, gradients and halftones have all been met.

Estimated Clean-up Time: None

Estimated Cost: None

Production Ready Vector Artwork - Note proper text size, edge definition and contrast

Type Two - Production Ready Bitmap Artwork or Hard Copy

The logo may be directly output to a production process without any modification. In the case of a production process requiring vector artwork, the logo can be converted to vector artwork using a tracing program without redrawing in an illustration program. The quality factors for image size, text size, contrast, edge definition for gradients/halftones have been met.

Estimated Clean-up Time: Less than 60 minutes

Estimated Cost: \$35

Production Ready Bitmap Artwork - Note proper text size, edge definition and contrast

Type Three - Vector Artwork Partial Redraw

The vector artwork logo can not be directly output to a production process without significant modification. In the case of vector artwork, the image must be partially redrawn or type set using a vector illustration program. One or more of the quality factors for image size, text size, contrast, edge definition, gradients/halftones have not been met.

Estimated Clean-up Time: 60 minutes to 2 hours

Estimated Cost: \$70

Vector Artwork Partial Redraw - Note distortion on "g" and graphic elements

Type Four - Complete Redraw

The logo can not be directly output to a production process without being redrawn in a vector illustration program. More than one of the quality factors for image size, text size, contrast, edge definition, and gradients/halftones have not been met.

Estimated Clean-up Time: more than 2 hours

Estimated Cost: \$100+

Complete Redraw - Note poor edge definition and fuzziness