Some info found on the WIKI entry: *Client Art Management*
Other info generated from *Print Process Meeting* **7/10/18**

Client Art should be placed in an *Artwork* folder in the root of each client folder on the L Drive. The purpose is to create a central repository for **each client of art files needed on a regular basis,** particularly for design work. The *Artwork* folder will contain several subfolders.

In the event that the client sends us a new version of any of our artwork files (OR Five Maples updates an art file), the old art files must be placed in an *Old* folder created within the respective folders.

Types of Files:

- **Logos** - logos, **preferably eps files,** pertaining to the company and used long term. Logos used once or only for a short duration should not be placed into *Artwork* and remain in the respective job folder.

- **Letterhead** - files which contain the logo, masthead, and footer.

- **Style Guide** - while not in a subfolder, the style guide should be saved here and renamed using the formatting *Style Guide - client name*.

- **Signature** - PDF or jpg. Signatures used once or only for a short duration that will never be used again should not be placed into *Artwork* and remain in the respective job folder.

Preflight (via email)
Send any questionable logo to Parker for preflight check of quality, spot colors, size, etc.
Side note: Parker has ability to take a logo from a high quality PDF and create an .eps with spot

Envelope Printing in house
- 2000 is max for full flap envelopes. 6 ¾ size is more difficult to print than #9.
- 5000 is max for 2-sided #10 envelopes
- 10,000 - 12,000 is max for regular envelope printing
- Canon is sometimes used for small runs (up to 1,000); anything with a photo; better quality; 6x9 envelopes
- Xante is the general envelope printer

Updating Logos
- **Client Services** - will make sure all pieces in package (even those not designed on WO) are updated with correct logo
- **DP** - will make sure that all pieces are 1.) using the same logo or 2.) updated with the correct logo
- **Print Department** - will make sure that all pieces are 1.) using the same logo or 2.) updated with the correct logo
- **PMs** - will still advise Client Services and/or DP to update logos as needed