

## ARTWORK • LOGOS • BACKGROUNDS

Anything that can be printed on paper can be made into digital laminate. Create your own design or we can assist you with your creation.

- **Logos:** If your project includes a corporate or school logo, remember that while the logo will be the focal point of your table, it is just one component of your overall design, the second component is the background, which is up to you - we encourage you to be creative as you wish in creating a background to complement your logo, and upon request, can assist you in that process.
- **Shutterstock** is a great resource for backgrounds or complete designs. If you find a design from Shutterstock, please forward to us the Shutterstock number and/or link and we will review it for suitability. Once approved, will purchase the art along with the proper licensure for use in your project. Visit [www.shutterstock.com](http://www.shutterstock.com)
- **Wallboard Laminate:** The vast majority of time, digital laminate designs are not printed on actual standard wallboard laminate paper. Designs are typically printed on Frosty White or Designer White paper, then manufactured into laminate. If you would like your background to match a particular Wilsonart wallboard laminate, we will do our best to work with Wilsonart to replicate it, however keep in mind, you do not need to include a wallboard laminate color in your design and the digital laminate will be far from an exact match to the wallboard laminate. Occasionally, a design can be printed on a certain few actual wallboard papers, but parameters must be met, and again, the resulting laminate will be different from the wallboard in color and tone.
- **Wilsonart Virtual Design Library:** all Wilsonart Virtual Design Library laminate designs can be incorporated into your custom digital laminate piece. Choose from hundreds of designs, which can be combined with your own art, tweaked, and enhanced to create a truly original design. Visit <https://www.wilsonart.com/laminate/virtual-design-library/designs>

All artwork should be submitted for review as soon as possible (preferably with the quote request), so as to mitigate any possible issues that would affect the lead time and/or design time necessary to process the artwork into laminate satisfactorily.

## FILE REQUIREMENT

Vector files (Illustrator, Indesign or PDF), or very high resolution raster (photographic or scanned) files (jpeg, tif) work best. Resolution for raster files should be at least 100 pixels per inch. For example, if your table measures 24 inches, then the raster design should be at least 2400 pixels.

## SOLID COLORS • GRADIENTS

Large expanses of solid colors or gradients are not recommended with digital laminate. If you would like a solid color, we may instead create a small speckle design that will still have the appearance of a solid when viewed at a distance.

## FONTS

Please create outlines out of any text contained in the artwork prior to submitting vector files, as we likely do not have the same font in our system.

## COLOR MATCHING

If your logo requires precise color matching, please indicate the Pantone color # and we attempt to match that color as best as possible using CMYK printing process, however, certain colors cannot be matched perfectly. A scatter proof with various CMYK mixtures will be provided so you can select your preferred color match.

## DESIGN TIME

We generally budget 2 hours of design and sheet layout for digital laminate upon the initial quote. However, the timeframe may be extended due to numerous changes or if extensive additional time or assistance is required/requested to process the art files satisfactorily, or if you wish to seek our assistance in creating or enhancing your art files. In this case, additional charges will be necessary.

## FINISH

Digital laminate is available in the following standard Wilsonart finishes: High Gloss (01), Textured Gloss (07), Fine Velvet Texture (38), or Matte (60)

## PROOF

An actual 15"x19" laminate proof containing your design elements will be provided for final approval prior to production. A PDF layout proof of your table top(s) may also be sent for approval upon request.

## LEAD TIME

Generally, please allow for 10-12 weeks from approval of proof, however lead time will vary widely and is dependent on factors that include the complexity of the artwork and how quickly the approval process takes, along with manufacturing constraints.