



Camera-Ready Art Requirements for 3M™ Panaflex™ I Screen Printed Sign Faces

The first procedure necessary for the manufacture of 3M™ Panaflex™ Sign Faces is the preparation of camera-ready artwork which can be transferred to sign faces by means of enlargement. It is vital that this artwork be carefully prepared, because the outcome of the finished product depends directly upon the quality of the artwork submitted.

Camera-ready artwork is used directly in the manufacture of Panaflex sign faces, not merely as a tool for reference or casual comparison. It is the most important element provided for the development of the finished sign face.

Health and Safety

Refer to the can label and the Material Safety Data Sheet for health, safety and handling information on the products referenced in this Bulletin. For 3M products, if necessary, you may contact the 3M Corporate Emergency telephone number, 612-733-1110, and ask for Operator 55.

Important Elements

Five elements are important in the development of camera-ready art. Refer to artwork on the following page.

1. Clean Art

The lettering or artwork must have extremely sharp characters. Hand-drawn art or blueprints are not adequate for enlargement purposes.

Enlargement of 10-20 times is not uncommon in the manufacture of Panaflex sign faces. Artwork created using a pen, brush or pencil results in the edges of letters looking ragged when enlarged, rendering the finished product of unacceptable quality. It is important that the artwork submitted be professionally done, so the finished product will be acceptable to the customer.

2. Scale and Proportion

The scale of the artwork must be shown, and most important, the artwork must comply with the scale shown.

The artwork should also be in proportion to the final product.

3. Specific Dimensions of All Elements

The visible opening dimension must be noted. All other dimensions should be given or be readily obtainable. As long as the scale is accurate, all necessary dimensions can be developed. In addition, it is helpful if the artwork submitted indicates borders and retainers.

4. Color Process Requirements

Complete color specifications should be indicated by name and location on artwork. Plus, a description of sign usage is needed. If a particular corporate color is desired, a color chip is needed to show how the color appears front and back lighted. For development of a 4-color process sign face, a first generation positive transparency is desirable, preferably no smaller than 8 x 10 inches. If unable to provide, opaque artwork can be used but it must be of excellent quality.

5. Seam Location

Seam locations on sign faces are subject to the discretion of 3M. However, a customer may require specific seam locations. These should be noted on artwork submitted. Such requirements may be subject to an up charge based on estimated additional costs of production.

The manufacture of Panaflex sign faces requires that professionally prepared camera-ready artwork be furnished. It can be prepared by a sign company art department or a local studio.

Note: Submission of camera-ready artwork with an order is beneficial in avoiding any unnecessary delays.

For Further Assistance

Call or write for 3M Commercial Graphics Division product information or assistance.

In the United States:

3M Commercial Graphics Division

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P.O. Box 33220

St. Paul, MN 55133-3220 U.S.A.

Technical service: 1-800-328-3908

Fax-on-Demand: 1-800-364-0768

General inquiries: 1-800-374-6772

General fax: 1-612-736-4233

<http://www.mmm.com/imagegraphics>

In Canada:

3M Canada

Commercial Graphics Division

P.O. Box 5757

London, Ontario

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General information and technical service:

1-800-265-1840

Fax-on-Demand: 1-800-364-0768

<http://www.mmm.com/imagegraphics>

All locations outside the United States:

Fax-on-Demand: 415-596-4460

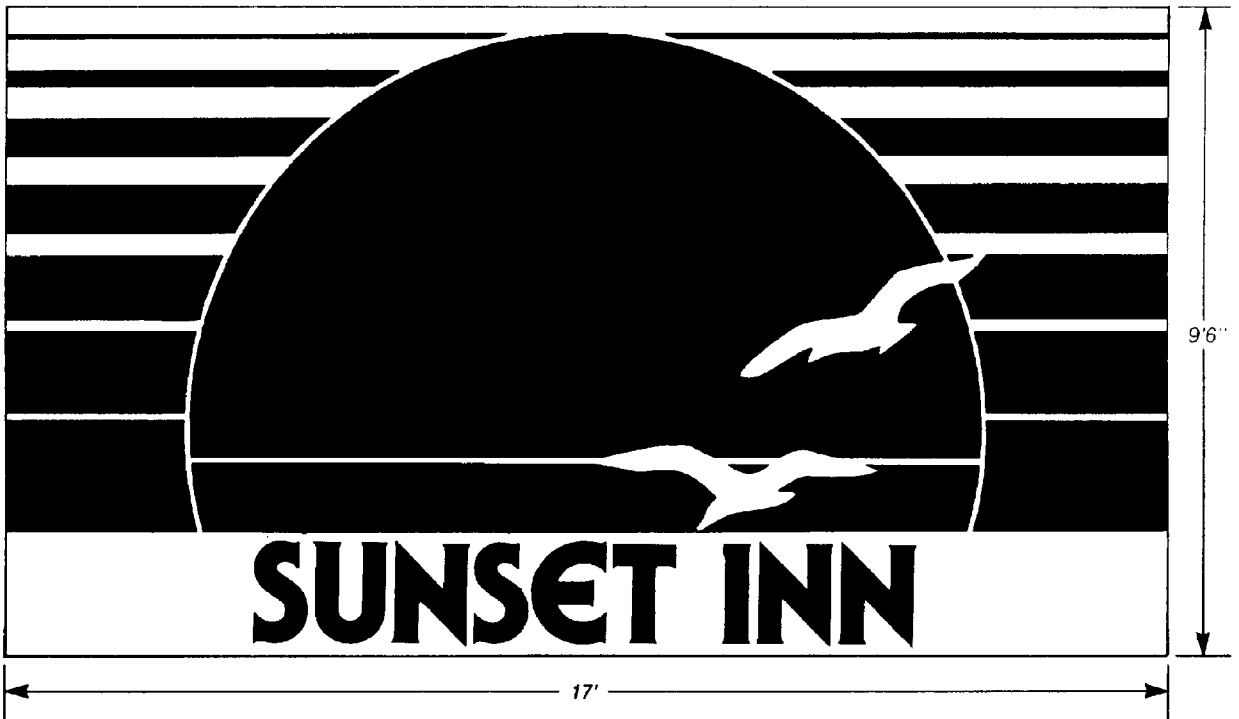
<http://www.mmm.com/imagegraphics>

BKGD: WHITE STRIPES W/2662 RED STRIPES

SUN:
2564
ORANGE

COPY:
BLACK

BIRDS &
PANEL:
WHITE



1/2" equals 1 foot



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Printed in U.S.A.

©3M 1996 75-3455-9160-8
Fax-on-Demand document: 5502