

Spectrum Sales Team

If you have any questions contact Spectrum directly at: 800-235-1262

INNOVATIVE FURNITURE
connecting you with technology

About Our Logos

The logos that Spectrum creates are laser cut through a sheet metal panel or door. The color of the door or panel will typically match the powdercoat color of the metal specified for that piece of furniture. Because our logos are laser cut, there are some letters and images that require us to add tabs to make it work. These tabs make the text look like stencils and may alter the look of some logos. If these tabs are not acceptable we can print your logo on the backer that is placed behind the metal logo panel or door.



Logo File Requirements

100% Vector Art (line art) AI or EPS File.

Typically a usable file can be obtained from the institutions marketing department.

- .AI file = Adobe Illustrator
- .EPS file = Encapsulated PostScript

Raster art files (jpegs, png, PSD, etc) or raster art files that have been saved as EPS or AI files are unacceptable. To ensure a quality product, proper client representation, and quick turnaround, please make sure we have the proper 100% Vector Art File in EPS or AI format supplied. If logo manipulation or recreation is required, additional cost will be applied.

Logo/Graphic Colors

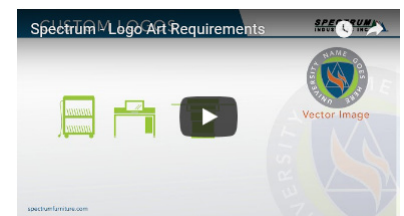
Colors may be specified or reference Pantone (PMS), CMYK breakout. In most cases, the Pantone number or CMYK breakout can be obtained from a usable AI or EPS file.

Types of Logos

Basic - Consists of basic text and simple shapes

Complex – Consists of more complex text, shapes or images

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Types of Logo Backers

Matching Laminate – For most lecterns, the logo panel is placed over the front laminate panel of the lectern and the laminate will show through the text or image that is cut out of the metal logo panel. As a result there is no extra backer added to these units. On a metal door, there will be a piece of matching laminate secured to the door behind the metal cutout (see Fig.1).

Black or White – A black or white piece of backer will be placed behind the laser cut text or image (see Fig.2).

Printed – Spectrum has the ability to print specific colors or images on logo backers.

Option 1: We print specific colors to show behind your text or image (see Fig.3).

Option 2: Our solution to this that we cut an outline shape of the image in the metal panel and then print the entire image on the logo backer. Some images are too detailed to laser cut in the metal panel or the number of tabs required may distort the image (see Fig.4).

Fig.1



Logo with matching laminate backer

One time Complex Set-Up Charge

Fig.2



Logo with black backer

One time Complex Set-Up Charge

Logo with white backer

One time Complex Set-Up Charge

Fig.3



Logo with image cut in logo panel and printed behind

(Printed Option 1)

One time Complex Set-Up Charge & Printed Charge

Fig.4

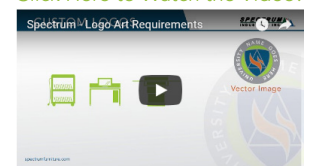


Logo with outline image laser cut in logo panel and entire image printed

(Printed Option 2)

One time Basic Set-Up Charge & Printed Charge

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