

MSA New Logo Form



Please send original artwork as a file attachment to logo.express@msasafety.com.

Vector files are preferred. File extensions include: Illustrator (.ai, .eps or .pdf) with “Outlined” text. CorelDraw (.cdr) with “convert to curve” text.

END USER NAME			
DISTRIBUTOR NAME AND EMAIL			
TELEPHONE			
PO#			
SHELL PN#			
SHELL MODEL (Click shell name for example) <i>Must select at least one</i>	V-Gard	V-Gard 500 Vented	V-Gard 500 Non-Vented
	Freedom Series	Topgard	SmoothDome
	Skullgard	Thermalgard	Bump
			V-Gard H1
			V-Gard H2
			V-Gard C1
SHELL STYLE <i>MUST SELECT AT LEAST ONE</i>	Cap	Full-Brim Hat	
SHELL COLOR			
If ink colors are known, please provide the PMS# (we use coated inks). If ink colors are NOT known, the designers will match the inks.	Need designers to match ink colors.		
LOGO INFORMATION	NEW LOGO NAME	EXISTING LOGO NAME	BL# (IF KNOWN)
FRONT			
RIGHT <i>not available for H1, H2, or C1</i>			
LEFT <i>not available for H1, H2, or C1</i>			
BACK <i>not available for H1 or H2*</i>			
BACK RIGHT <i>available for H2 or C1 only*</i>			
BACK LEFT <i>available for H2 or C1 only*</i>			
STRIPE PART NUMBER <i>(if applicable)</i>			
STRIPE COLOR			
STRIPE DESCRIPTION			
COMMENTS— <i>use this section for special instructions</i>			

***NOTE:** if BACK is chosen for the C1, BACK LEFT and BACK RIGHT may not be chosen **OR** if BACK LEFT or BACK RIGHT is chosen BACK is not available.

Please send original artwork as a file attachment. (Do not cut & paste image into email.) Vector files are preferred. File extensions include: Illustrator (.ai, .eps or .pdf) with “Outlined” text. CorelDraw (.cdr) with “convert to curve” text. Other acceptable file extensions include (.tif, .jpg or .bmp) at ≥ 300 dpi when the image is 3.5” wide.

Trouble opening the Vector file (.ai, .eps or .pdf)? These file types often require special software packages to view. Send it as an attachment to our Logo Express team. They will confirm it meets the requirements outlined above.

Who can you contact to obtain a logo Vector file? Many times these files are managed and utilized by your Marketing, Sales or Legal team.

For more information on Customization, visit <https://us.msasafety.com/customhardhats>

WE KNOW WHAT’S AT STAKE.

MSA Logo Express® Service Artwork Guidelines

Summary of how to submit artwork to MSA Logo Express Service

Please review the document for process details.

METHOD FOR SUBMITTING ARTWORK	Electronic file emailed to your MSA distributor
PROGRAMS FOR SUBMITTING ARTWORK	Corel Draw (version x6 or lower) Adobe Illustrator (version cs6 or lower) Adobe Photoshop (version cs6 or lower)
ARTWORK FILES	Vector files: .cdr (Corel Draw) .ai (Adobe Illustrator) .eps (encapsulated postscript)

Submitting Artwork

1. Send the artwork by email to the MSA distributor taking your order. They will send it to MSA Logo Express Service.
2. Name the Pantone Matching System (PMS) ink colors used in your artwork (if you know them). Type the actual numbers in the email, as colors sometimes don't transmit properly through email. For example, MSA's logo is green, but specifically, the color of our brand logo is PMS 355.
3. Provide all linked graphics and fonts (see "Font Submission")

Note: Should you not have access to email please contact MSA Logo Express for alternate methods.

Did you know?

If you **only** have other types of artwork, (e.g. printed copies of letterhead or business cards), please contact the MSA Logo Express Service for submission instructions.

Logo Measurements Chart

		Shell Type										
		V-Gard Super-V Thermalgard SmoothDome	V-Gard 500*	Topgard	Comfo Cap	Skullgard	Bump Cap (1 color only)	V-Gard H1	V-Gard H2 (no brim)	V-Gard H2 (full brim)	V-Gard C1	
LOGO	FRONT											
	Width	3½"	3½"	3"	NOT AVAILABLE	3½"	2"	3½"	2½"	2½"	3½"	
	Height	2"	2"	1½"		2"	2"	2"	2"	2"	2"	
LOCATION	SIDES											
	Width	3½"	3½"	3"	3½"	NOT AVAILABLE	NOT AVAILABLE	3"	2¼"	2¼"	2¾"	
	Height	2"	2"	1½"	2"			2"	2"	2"	2"	
	BACK											
	Width	3½"	3½" x ¾"	3"	NOT AVAILABLE	3½"	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	2½"	3½"	
	Height	2"	2" x 2"	7/8"		2"				2"	2"	

***Note:** There are the two different logo sizes on the back of V-Gard 500 Helmets. Because of the "top hat" print window, a logo can be only 2" wide when up in between the "V."

Preferred Artwork Files

For optimum quality and turnaround, please send artwork to MSA Logo Express Service as a vector file (e.g. EPS and AI files). Vector files can be scaled and edited without loss of resolution. Examples of acceptable vector files include:

- .cdr (CorelDRAW)
- .ai (Adobe Illustrator)
- .eps (Encapsulated Postscript)

If you don't have a vector file to send, please contact the designer or creative agency who developed the original artwork. If you are unable to acquire a vector file, the MSA Logo Express Service design team will work with what is available; however, this could result in additional costs and may delay completion of your order.

Did you know?

Changing the file extension of non-vector artwork does not convert it to a vector file. Similarly, opening a low-resolution file (e.g. JPEG) and then "re-saving" it as a high resolution file (300 dpi or higher) won't work either. Either of these scenarios could stall the printing process and increase your cost and delivery time since our design team may have to recreate the file.

Alternate Artwork Files

Unlike vector artwork, raster files cannot be scaled without loss of resolution and are difficult to edit. Although not the preferred file format, MSA Logo Express still accepts raster files. Please keep in mind that raster files may require increased preparation time to ensure the quality of your final printed logo. Examples of raster files are shown below:

- **.jpg** (JPEG file)
- **.tif** (TIFF file)
- **.bmp** (Bitmap file)
- **.pdf** (Portable Document file)
- **.png** (Portable Network Graphics)
- **.gif** (Graphics Interchange file)

Did you know?

When selecting a helmet color, be sure to take into account how the colors in your artwork will coordinate with it. Conflicting colors can complicate the printing process. For example, if you select a black hard hat and your logo is also black, MSA Logo Express Service may have to "reverse" your logo (e.g. convert it to white) so the artwork will be visible on the helmet.

Did you know?

Vectors

VS

Pixels

Vector-based images are scalable to any size.

- **Adobe Illustrator (.ai, .pdf, or .eps) & Corel Draw (.cdr) are usually vector-based images**

Note: Just because a file is saved as .ai, .pdf, or .eps doesn't always mean it's a vector.



Magnify a vector image as close as you want... it doesn't lose its resolution.

Pixel-based (aka bitmap or raster) images are made out of pixels and are resolution dependent. The number of pixels an image contains is linked to the resolution setting. Once the resolution is set, only resampling (re-scanning) the image will create a larger image; however, this technique will not achieve a true higher resolution image.

- **Adobe Photoshop (.psd) are usually pixel-based images**



Magnify a pixel image and most of the details are lost. This makes it very difficult to redraw the artwork. If a pixel image is your only option, please try zooming in on it. If you can't make out the details, neither can we.



QUESTIONS? Please contact MSA Logo Express Service at:

Email: Logo.Express@MSAsafety.com

Phone: 1-800-MSA-Logo (1-800-672-5646) **Fax:** 724-325-2252

Address: MSA Logo Express Service, 3880 Meadowbrook Road, Murrysville, PA 15668-1753

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