

# Helping Your Drive to Look Its Best

## Tips for Choosing the Right Logos to Laser Engrave

If you're planning on having your logo laser engraved on your thumb drives you want to be sure it looks the very best it can. Whether you're handing out drives to impress your customers or giving them as gifts, you want to be confident you have the best look possible. Here's a list of things to consider and keep in mind when selecting what to engrave on your drives.

- 1.) A laser engraved thumb drive is a vast improvement over its screen printed cousin. By actually removing the painted surface of the drive with a laser beam (rather than simply adding another layer of color on top of the already painted drive) the logo does not rub off.
- 2.) The laser engraved portion of your drive will appear white or cream in color, depending on the color of the drive you select. For obvious reasons, engraved text and logos look best when you choose the darker, more vibrant colors in our line-up.
- 3.) All logo's must be submitted as original, vectored artwork created in Adobe Illustrator eps format.
- 4.) A black and white version of a logo engraves better and is preferred if available.
- 5.) Pictures, images and/or jpeg files can not be used for engraving, as they are not clear enough for this purpose.
- 6.) The imprint area for engraving on the drive is 1.5"L x 1.5"W. Keep that in mind when considering what your logo will look like in that space.
- 7.) Logos that contain mostly text engrave the best.



- 8.) Logo's with a lot of detail or shading (multiple colors) do not always engrave clearly when reduced to fit on your drive.



By following these simple steps, rest assured you'll have a drive you'll be proud to hand out.