

# Thermofax Design Guidelines

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Original Photo



Thermofax Image



Printed Design in White Opaque Paint

*Images should be high resolution - 72 pixels per inch (ppi) and minimum 1024 x 768 pixels. The bigger the better!*

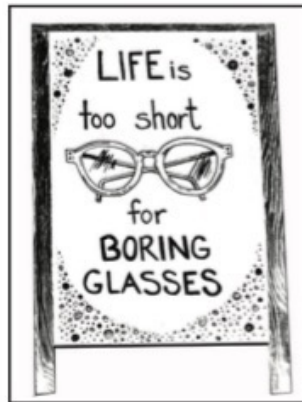
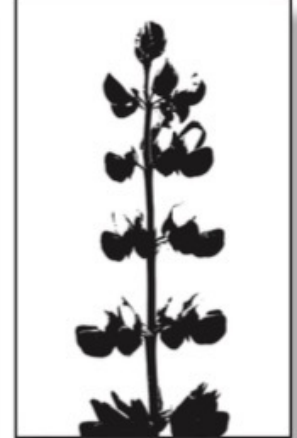
- **High contrast images convert well.** Look for images with strong contrast and backgrounds that can be easily dropped out. Images that are light against a dark background are good candidates because these can be easily reversed. The chalkboard is an example. **Refer to photos in the next section.**
- **Images to avoid include:**
  - Clip art with fine detail, especially in gray tones. The Blue Jay is an example.
  - Single color images with low contrast. The leather couch is an example.
  - Images that are very low contrast, like the picture of field stone. You may be satisfied with the texture - that's up to you. But in general, low contrast pictures where the gray tones are very similar, lose "realness" in the translation.
- Substantial adjustments after the first proof will be \$25 per hour, with a \$10 minimum. There will be no extra charge for minor adjustment to images.

Hope this helps! If in doubt, send us a picture and we'll help you decide.

**Questions? Email Wayne at [kwayne@janedunnewold.com](mailto:kwayne@janedunnewold.com).**

# Images That Convert Well

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# Images That Don't Convert Well

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