



## Guidelines for Submitting Logo or Image Files

Please provide your digital art files in accordance with the following guidelines to ensure that you receive the highest quality possible.

**\*PLEASE BE SURE YOU HAVE PERMISSION BEFORE SENDING A COMPANY LOGO**

### **PREFERRED FORMATS:** No Art Charge for Vector Files

- ✓ **AI** or **EPS**—Adobe Illustrator CS6
- ✓ **CDR**—CorelDraw X4

\* All fonts must be converted to outlines or curves

### **OTHER FORMATS:** Additional Art Charges may apply.

- **PDF, PSD, TIF** or **JPG**
  - The logo image must be 300 dpi or greater and at least 3 inches on longest side.
- **File types such as GIF, BMP, PNG, DOC, PPT, WMF, etc will not be suitable for high quality printing and should not be submitted if at all possible.**

### **COLOR:**

Please indicate the Pantone (PMS) color number if your logo has color. If your logo color is not based on the Pantone Matching System, you may also provide a hard copy (along with the digital image) to allow for the best match possible. *(Note: White areas of the logo will appear transparent, showing through as the color of metal, parchment, or glass you have chosen.)*

### **HELPFUL TIPS:**

- The file should look clean (not pixilated or bit-mapped) when viewed on screen at 100%.
- Print your image. If it doesn't look good on paper, it won't look good on your product.
- Your marketing department should be able to obtain an original design file.
- If you are unable to provide a file type that is listed under the file types, we will make every effort to work with what you are able to provide however additional charges may apply. This will be discussed with you up front. Please be aware that the final printed result may be less than desirable if you are unable to provide a preferred format.

### **The following methods DO NOT produce high quality results:**

- **“Save As”**— resaving or renaming a file as an .eps from other formats **does not** make them usable.
- **Forced Resolution** – resolution is based on the original image and should not be forced (i.e. forcing 72 dpi/resolution up to 300 dpi/resolution).
- **Web / Internet Images** – these file types are optimized for download speed and therefore not suitable for reproduction.
- **Business Card Images** – these are generally too small to scan and reproduce well. These should only be sent if you have nothing else available.