

# Help Us Help You!

## Logo & Art Submission Guidelines

**In order to provide you with the highest quality custom product possible,** it begins with your logo. You will get the best printed quality when you provide your logo to us in the following fashion:

### File Type

*(shown in order of preference)*

.ai (Adobe Illustrator)  
.eps  
.jpg  
.tif  
.pdf  
.png  
.gif

### Resolution

The preferred resolution for the best print quality is 300 dots per inch (dpi).

*Note: This must be accomplished in the program that created the logo (such as Adobe Illustrator). Simply opening a LOW resolution logo into photo editing software and increasing the dpi to 300 will not improve the quality of the art.*

An .ai file is exempt from this 300 dpi rule and will typically be of adequate resolution for printing.

### Color

**If printing with black ink only:** Provide your logo/art file in black and white or grey scale.

### **If printing with PMS (Pantone Matching System) ink:**

Provide your logo/art file as an .ai (Adobe Illustrator) or .eps file with the PMS colors already indicated in your logo/art file. Be sure that all fonts are converted to outlines and indicate the PMS colors you would like used.

In some cases, we may be able to apply PMS color to simple logos if an .ai or .eps file is not available to you. Simply email us your logo for evaluation.

**If printing in full color:** Provide your colored logo/art file in a CMYK color format.

### Unacceptable Logo/Art Formats

We are not able to use your logo when they are placed in a Microsoft Word document or other similar word processing or spread sheet software.

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**We are here to help!** If you have questions or need additional information on artwork submissions, please be sure to contact your account representative.

