

LOGO REQUIREMENTS

It is highly recommended that you contact the creator of your logo and obtain the original, high resolution electronic version (see art requirements below). If it's unavailable, scan your logo from a printed piece with a white background, i.e. business stationery, (see scan requirements below) or Icon will scan your stationery for an additional fee. If you need a logo designed, contact Icon Digital Design through our website, www.icondigitaldesign.com, for an estimate.

Art Requirements

- Your logo art must be saved at approximately 300 PPI (Pixels Per Inch) at 100% output size for the very best printing results. For example, at 300 PPI a 1" x 1" logo should be at least 300 x 300 pixels, a 3" logo should be at least 900 x 1500 pixels, and so on. If you use images at a lower resolution than this, the quality of your logo will be affected.
- If your logo is already saved as a vector (*.ai or *.eps) file, send it as is.

Scan Requirements

- If you are scanning your logo from stationery, scan at 300 dpi. If the logo is less than 2" x 2", scan at 200%.

Acceptable file formats

- Adobe Photoshop Image (*.psd)
- Adobe Acrobat Document (*.pdf)
- Adobe Illustrator Document (*.ai or *.eps)
– **Recommended for simple line artwork**
- JPEG Image (*.jpg, *.jpeg)
- TIF Image Document (*.tif, *.tiff)
- Bitmap Image (*.bmp)
- PCX Image Document (*.pcx)
- PICT Image (*.pic)
- PNG Image (*.png)
- PostScript (*.ps)
- Scalable Vector Graphics (*.svg, *.svgz)
- TARGA Image (*.tga, *.vda)
- Windows Enhanced Metafile (*.emf)
- Windows Metafile (*.wmf)



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