



GUIDELINES FOR SUBMITTING LOGO AND IMAGE FILES

Please provide us with your digital artwork files in accordance with the following guidelines. This will ensure that we can provide you with the best possible final product.

PLEASE MAKE SURE YOU HAVE ALL THE APPROPRIATE PERMISSIONS NEEDED TO USE ANY LOGOS OR OTHER FILES THAT YOU SEND US.

PREFERRED FORMATS FOR LOGOS:

Where possible, the following are the best formats to use.

✓ **AI** or **EPS** — Adobe Illustrator CC

All fonts must be converted to outlines or curves

OTHER FORMATS:

Where files of the preferred formats are not available, the following can be used. These formats are also usually appropriate for image files like photographs.

• **PDF, PSD, TIF** or **JPG**

• Logos and images must be 300 dpi.

File types such as GIF, BMP, PNG, DOC, PPT, WMF, etc are often not suitable for high quality printing and should not be submitted if at all possible.

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 normally won't look good in the final product.
- Your marketing department should be able to provide an original artwork file. If a logo is professionally designed, the original designer should nearly always have the file in one of the preferred formats.
- When placing a logo on a coloured background, the need for one of the preferred formats is particularly important.
- If you are unable to provide a file type that is listed above, we will make every effort to work with what you are able to provide. However, please be aware that in these circumstances, the final product (in particular print), may not be up to our usual high standards.

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

- **“Save As”** – resaving or renaming a file as an EPS from another format does not usually make it usable.
- **Forced Resolution** – resolution is based on the original image and should not be forced (e.g. forcing 72 dpi resolution up to 300 dpi resolution).
- **Web / Internet Images** – these file types are optimised for download speed and therefore are not usually suitable for reproduction.

 marketing@pcpl.tech  +44 (0) 1908 566800 4 The Willows, Mill Farm Courtyard, Beachampton, Milton Keynes, MK19 6DS

www.pcpl.tech