



## Logo Artwork Guidelines

We want your Cold Therapy to look its best! Here are a few helpful tips ...

### Vector files are best.

#### What is Vector artwork?

Vector artwork is an image created of points and paths. This results in artwork that is editable, scalable and able to be color separated. Vector images are ideal for creating and printing crisp line art and logo reproduction.

**Common Vector file formats include:** .ai .eps .pdf

**Programs used to create vector artwork:** Adobe Illustrator / CorelDRAW

**Acceptable Vector Software/File Formats:** Adobe Illustrator: .ai • .eps • .pdf / Adobe Acrobat: .pdf

#### What is Raster Artwork?

Raster artwork is an image created of many pixels. This results in artwork that is not editable, scalable, or able to be color separated. Raster images are used for photos, website graphics, halftones and gradations. Raster images are not ideal for logo reproduction.

**Common Raster file formats include:** .jpg • .bmp • .psd • .tif

**Examples of Raster Artwork:** Adobe Photoshop / Corel Photo-Paint

**Acceptable Raster Software/File Formats:** Adobe Photoshop: .psd • .tiff • .eps

#### CONVERT ALL TEXT TO OUTLINES BEFORE SUBMITTING

- Photoshop file layers should not be flattened/ merged. Please save your artwork at a resolution of 300 dpi or higher. Do not submit low resolution (72 dpi) images copied from the web.

#### Unacceptable Artwork:

Gradations / Halftones / Photos / Overlapping Colors / Touching Colors / Logos copied from websites

#### Unacceptable Software/File Formats:

Microsoft Publisher: .gif / Word: .jpeg / Excel: .bmp / Adobe Image Ready .png

- Any art submitted from previously printed materials or that does not meet our reproduction requirements will be recreated or converted to black line art by our art department before printing. Type fonts will be matched as closely as possible to the fonts in the submitted material. Proof will be sent for approval prior to printing logo labels.