



## LOGO & GRAPHIC FILE SUBMISSION CHECKLIST

- Vector file (.ai or .eps)
- All type/fonts converted to outlines
- Trademark included, if applicable
- CMYK not RGB
- Black & White file also submitted
- Brand guidelines provided

To facilitate the hand-off of your logo or graphic files to People Signs, please use the information below to ensure your logo and graphics will look their best.

### WHAT WE NEED FROM YOU:

#### 1. File Format

##### REQUIRED:

- Vector eps file (such as an Adobe Illustrator .ai or .eps). This file format is required because vector art can be scaled without losing high resolution.
- All text/type/fonts must be converted to outlines.
- All required registered marks, trademarks and service marks should be part of the logo artwork.

##### NOT ACCEPTED:

- Raster image file (such as an Adobe Photoshop file). These images will be in any of the following formats: .psd, .tiff, .png, .gif or .jpg. Please note that Photoshop files can also be saved as .eps; however, they are raster and not vector files and therefore not accepted.

#### 2. Color & Black and White Files

- Ideally, two separate files should be submitted:
- **4-color (CMYK) logo** (Please note, colors may not reproduce accurately in print if logos are RGB.)
- **1-color (black & white) logo** with no tints or screens (100% black, no gray)
- NOTE: If your logo or graphic requires a PMS color match, please submit the file indicating this information.

#### 3. Logo Usage/Branding Guidelines

- Please submit any logo usage guidelines along with your logo(s). Care will be taken whenever possible to follow applicable guidelines, including colors, clear space, use of taglines, etc.

### OUR PROCESS:

#### Quality Control

All art files are checked by production for suitable file format. If there is any problem with the file, you will be notified as soon as possible that new art is required. *Please note that any delays in sending new files may result in sub-standard reproduction of your logo and a delay in the production of your project.*

#### Logo Sizing

Logos are sized proportionately for the best fit within the design. Legibility and maximum impact are also considered when sizing your logo.