The **IMPORTANT** *Stuff*

SUPPLYING YOUR LOGO, PMS COLOURS & BRANDING GUIDELINES

the branding office
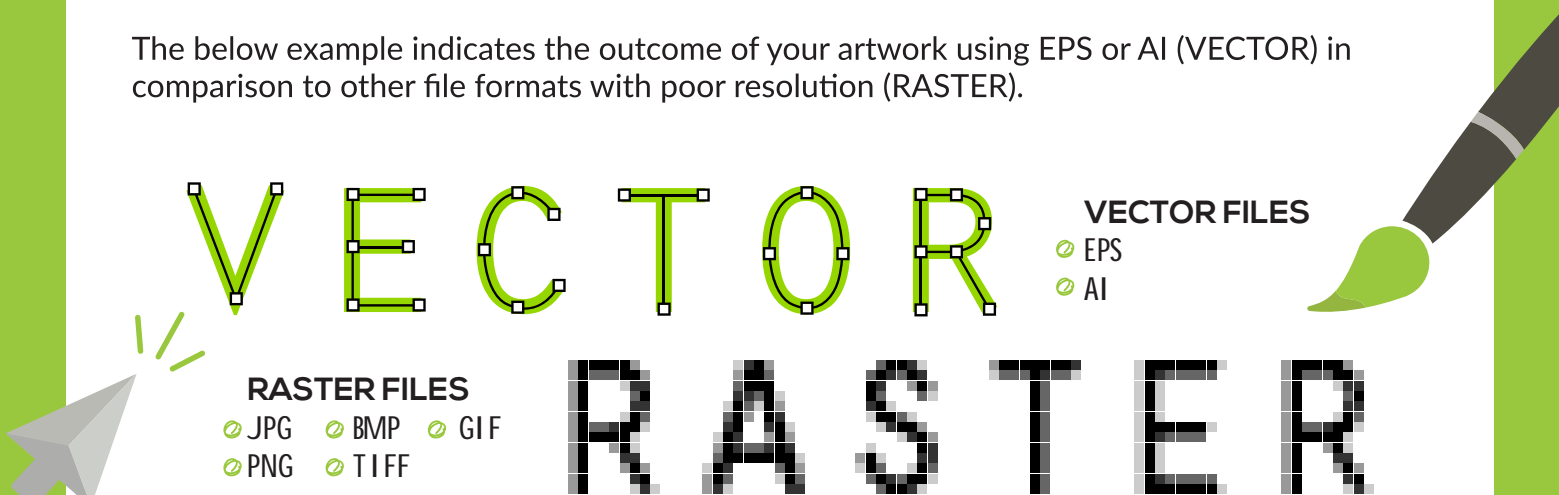promotional merchandise
business • sports • events

YOUR LOGO IN VECTOR FORMAT

To prepare artwork for you, we request that you supply your logo files in EPS or AI format. These logos are from a graphic designer and can be easily manipulated & resized for print work without losing clarity or resolution.

We are unable to create artwork from Raster files - JPG, PNG, BMP, TIFF, GIF, Hand Drawings, Photos or Images saved from the Internet!

The below example indicates the outcome of your artwork using EPS or AI (VECTOR) in comparison to other file formats with poor resolution (RASTER).

VECTOR

VECTOR FILES
- EPS
- AI

RASTER FILES
- JPG
- BMP
- GIF
- PNG
- TIFF

RASTER

MY BRANDING COLOURS & FONTS

Do you have a style guide? Yes – Awesome, email it through! Or let us know your PMS colours to ensure consistency with your branding & your art proofing is correct. Any special fonts should be provided or outlined within your logo files.

WHAT IF YOU NEED TO CHANGE YOUR LOGO OR CAN'T SUPPLY IN VECTOR

Not a problem, if you require a minor edit or colour change, our art team can take care of this for you at no additional cost. If it requires a bit more work or modification, a small artwork fee will be applicable and this will be quoted dependent upon the graphic design time required to complete the changes.

If you are unable to supply EPS or AI, we can arrange a compete logo redraw for you, quoted dependent upon the graphic design time required to complete.

TOP TIP

If you wish to avoid logo redraw costs, we suggest making contact with the graphic designer who created your original logo files and request EPS or AI format, with all PMS colours embedded, your fonts outlined & your style guide.

If you have any questions, don't hesitate to let us know so we can assist.