



MASSACHUSETTS STEM SUMMIT 2013

10 YEARS OF STATEWIDE COLLABORATION

Guide to Submitting Logo Files

ACCEPTABLE FILE TYPES:

Preferred file type: **EPS file (or AI)—Adobe Illustrator, version CS5 or lower**

- You can provide a file with the “.ai” extension or the “.eps” extension
- The file should contain artwork that has been drawn in Illustrator, and not imported to it
- All fonts should be converted to outlines
- If your file contains spot colors or RGB colors, they will be converted to CMYK

Other acceptable file types: TIF, JPG, or PSD (CS5 or lower)

- The logo artwork should be at least 2 inches long along the smallest side or a file size of about 3072kb (3mb) and higher
- The file should be high resolution—at least 300 pixels per inch at 100% size
- The file should look clean (not pixilated or bit-mapped) when viewed on screen at 100%

File types we cannot use to reproduce your logo in print:

- GIF
- WORD (.doc) - and any images taken from a Word Document
- PowerPoint (.ppt) - and any images taken from a PowerPoint presentation
- PNG
- WMF
- Self-extracting files such as EXE or SEA

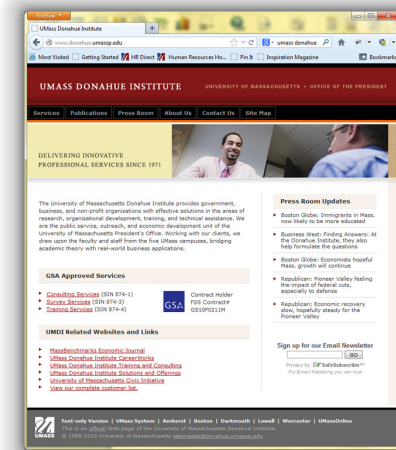
*If you are unable to provide a file type that is listed under the acceptable file types, we will make every effort to work with what you are able to provide. But please be aware that the final printed result may be less than desirable.

Logo Submission Questions:

Contact Chris Bell at: cbell@donahue.umassp.edu

EXAMPLES:

Example of a low resolution image from a website placed in a print project.



High Resolution Graphic File



Low Resolution Graphic File

