

# ARTWORK SUBMISSION GUIDELINES

These are the formats we require and their uses:

**For photographic prints:** high resolution JPEGs (preferably 150–300dpi)

**For logos, graphics or text:** print-ready / press quality, vector based .PDF or .EPS w/ all text converted to outlines

**For a mix of graphics and photography:** print-ready / press quality .PDF w/ all text converted to outlines

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*vector / outlines*

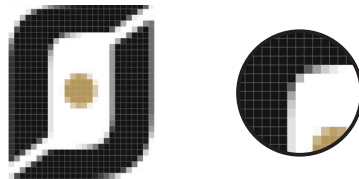


**.AI, .EPS, .PDF, .SVG**

- Infinitely scalable - won't lose image quality
- Illustrator is a vector based program
- Logos & fonts are vector

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*raster / bitmap*



**.TIFF, .JPG, .PNG**

- Blurry when enlarged
- Photoshop is a raster based program
- Photographs are raster