

# Private Labeling Logo Guidelines

The design company that created your logo, prints your business cards, or designed your website will have access to your logo. Please ask them for a copy of your logo in one of the formats below.

## Acceptable File Formats

### VECTOR ARTWORK

Most logos are vector files created in drawing programs like Adobe Illustrator.

\*\*\*\* This is the preferred format \*\*\*\*

#### Listed in Order of Preference



**.AI Adobe Illustrator File (CS6 or earlier)**

- Make sure all fonts have been converted to outlines prior to submitting.
- Embed all placed images.



**.EPS File (Generated from a vector based drawing program)**

- Make sure all fonts have been converted to outlines prior to submitting.
- Embed all placed images.



**.PDF (Generated from a vector based drawing program)**

- Make sure all fonts have been converted to outlines prior to submitting.
- PDF file must be generated from Illustrator or other vector program.
- Save PDF file as **HIGH QUALITY** or **PRESS QUALITY**.

**IMPORTANT:** Make sure all text/fonts have been converted to outlines prior to submitting. Text that has been converted to outlines can be resized, edited, and customized without any worry about compatibility with other computers, software or platform, as well as having the appropriate font set installed.

### RASTER ARTWORK

Raster files are created in photo editing programs like Adobe Photoshop.

\*\*\*\* This format is acceptable \*\*\*\*

#### Listed in Order of Preference



**.PSD Adobe Photoshop File (CS6 or earlier)**

- Resolution must be at least 300 dpi.
- Keep non-text layers unflattened.
- Flatten all text layers.



**.TIFF File (Generated from a raster based photo editing program)**

- Resolution must be at least 300 dpi.
- Keep non-text layers unflattened.
- Flatten all text layers.



**.JPEG File (Generated from a raster based photo editing program)**

- Resolution must be at least 300 dpi.
- Keep non-text layers unflattened.
- Flatten all text layers.

# Unacceptable File Formats

*The following file formats and programs are ideal for certain office applications, but are not designed for creating logos and artwork.*



## **.DOC/.DOCX Word Documents**

- Do not send files, artwork or logos generated from Word or similar word processing programs.



## **.PPT PowerPoint Files**

- Do not send files, artwork or logos generated from PowerPoint or similar slide programs.



## **.GIF File**

- Low resolution format used for web and screen graphics.
- Do not send GIF files.



## **.PNG File**

- Low resolution format used for web and screen graphics.
- Do not send PNG files.



## **Web Images**

- Do not send images that have been copied and pasted from websites. These images are too low resolution to reproduce and print.



## **Photos/Gradations/Halftones**

- Do not send photos including images with gradations and halftones. Photos will not print on the gel pack printer. Artwork must be line art.



## **Scanned or Faxed Images**

- Do not send logos that have been scanned or faxed. These images will not reproduce well and must be converted to vector line art before printing.

## **How To Get Your Logo to Gio Pelle**

Email your logo to [gelpackart@giopelle.com](mailto:gelpackart@giopelle.com).

## **Artwork that Does Not Meet Our Guidelines**

Artwork that does not conform to Gio Pelle's guidelines must be recreated and turned into vector line art by Gio Pelle's in-house art department, increasing the production time of your order. All efforts to match the original logo will be made, however, variations may occur, in particular with fonts.

***You will receive a proof for approval prior to printing your logo labels***