



MEETING *of the* MINDS

Logo Specifications

DIGITAL ARTWORK PREPARATION Your logo will need to be provided in three formats since it will appear in print, mobile and web applications. Please provide logo artwork as follows:

LOGO FOR PRINT:

Format: Vector EPS

(For optimum results, logos should be created using Adobe Illustrator CS5.5)

Color Mode: CMYK

(Please convert spot colors to their process color equivalents)

LOGO FOR MOBILE:

Format: Vector EPS

(For optimum results, logos should be created using Adobe Illustrator CS5.5)

Color Mode: RGB

(Please convert all cmyk/spot colors to their rgb color equivalents)

LOGO FOR WEB:

Format: JPG

(For optimum results, save using "Save for Web" feature in Photoshop)

Color Mode: RGB

Resolution: 3300 pixels in width at 72 ppi resolution

FILE NAMING

Use the following naming convention:

Print logo file name: Company_Print.eps

Mobile logo file name: Company_Mobile.eps

Web logo file name: Company_Web.jpg

FONTS AND IMAGES

Please convert all fonts to outlines.

We cannot be responsible for files that do not adhere to these specifications.
