

## Providing Artwork

A quick note about providing artwork and logo usage. In order to reproduce a logo or any other artwork on a promotional item, it needs to be in either an .AI or .EPS format. Any text or copy within the graphic or being added, should be saved to outlines (curves).

.GIF and .JPG files have too low a resolution for printing. Their low resolution, typically 72 dpi, allows them to load fast for web sites and e-mails, but they quickly break down on printed surfaces. Also, saving a .GIF or .JPG file as an .EPS, does not change the resolution. High resolution, usually 300 dpi or higher, is needed to produce the best quality imprint.

Saving the file as in a vector format allows the manufacturer to resize the image without losing resolution. Saving the copy to curves allows the copy to be resized along with the image, without needing to send the font to the printer.

If you cannot supply your logo or artwork to these specifications, contact your Omni Representative for assistance.