



# ISA EXPO 2009

## Guidelines for Submitting Logo Artwork Files

Our goal is to provide the highest quality reproduction of your company logo within our ISA EXPO 2009-related publications. You can help us in that effort by providing digital art files in accordance with the following guidelines.

### Acceptable File Types\*:

**Preferred file type: EPS file (or AI)**—Adobe Illustrator, version CS3 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 (CS3 or lower)

- The logo artwork should be at least 2 inches long along the smallest side
- 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)
- PowerPoint (.ppt)
- WMF
- PNG
- 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.