



# Submitting Graphic Files and Text Guide

## Logos

**Preferred file formats:**  
(.AI, .EPS, .PNG)  
vector-based

Logos must be in one of the following formats in descending order of preference.

- AI (Adobe Illustrator) file with type converted to paths
- High-res vector-based EPS, PDF file with type converted to paths
- High-res EPS, PDF file with type converted to paths
- High-res JPG, PDF or TIFF file
- Logos with transparent backgrounds will be in AI, EPS or PNG format.

The following formats will result in poor reproduction of your logo

- Low-res GIF, JPG or TIFF

## Images

**Preferred file formats:**  
(.TIFF, .JPG)  
raster-based

Not acceptable file/program formats for graphics/images:

- Powerpoint
- WORD
- Publisher

Images should be in JPG or TIFF file formats, and resolution listed below in descending order of preference.

- **IDEAL:** High-res JPG or TIFF (300 dpi resolution at the size they will appear when printed)
- **ACCEPTABLE:** JPG or TIFF (200-300 dpi resolution at the size they appear when printed)
- **NOT RECOMMENDED:** JPG or TIFF (150-200 dpi resolution at the size they appear when printed) – these images can/will appear pixelated.
- **POOR:** JPG or TIFF (72-150 dpi are low resolution and will result in poor reproduction of your image.)

## Text

**Preferred file formats:**  
WORD file

Text content to be used for layout in an approved design should be sent as a WORD document. The content should be proofread for accuracy and considered final before submitting for layout.

For additional assistance, please contact your HBP Account Executive.