

# LOGO ART REQUIREMENTS

**You don't need artwork to place your order.** Send your logo when it's ready, and we'll email you a proof of it on your product. Production starts once we have your file and you approve your proof, or 48 hours after we send it if we don't hear back.

**EMAIL YOUR LOGO TO** [contactus@successories.com](mailto:contactus@successories.com) Include your order number.

## VECTOR FILES **BEST**

Vector art is built from lines and curves, so it stays sharp at any size. There is no conversion fee for vector art.

**Preferred: .ai or .eps**

**Also accepted: .cdr and vector .pdf**

- Convert all fonts to outlines, or send the fonts with your file.
- No linked or embedded objects in the file.
- For engraving and 1-color imprints, keep the artwork black and white.

Saving a bitmap as .ai, .eps or .pdf doesn't make it vector. Not sure what you have? Send it, and our art department will check.

## RASTER FILES **ACCEPTED**

Raster art (.jpg, .png, .gif, .tif, .psd, .bmp) is made of pixels and turns jagged when it's enlarged, so it can't go into production as it is. We convert it to vector for you:

- One-time logo conversion fee: **\$25**
- Up to **48 hours** of extra proofing time
- For engraving and many imprint methods, gradients, shading and shadows are removed and the logo is rendered in black and white.

## YOUR PROOF

Our artists email a free art proof within 2 business days (raster files can add up to 48 hours). Your first proof and 1 revision are included; more revisions may add charges.



**Vector**  
Sharp at any size



**Raster, enlarged**  
Jagged edges

## HOW YOUR IMPRINT WORKS

- Every product starts blank. Our artists set up your logo to suit the item, and if you want a specific design, style or color, tell us with your order.
- Where a product has decoration options, its page lists the imprint location, method and size.
- Any setup fee shows on the product page, in your cart and at checkout. You pay one setup fee for all products that share the same setup.
- Check the layout, sizing and spelling on your proof carefully before you approve it.
- Each product page shows its production time, counted from proof approval.
- If we don't hear back within 48 hours of sending your proof, your order goes into production automatically so it isn't delayed.

Our art department assumes no responsibility for logos that don't meet these specifications. We'll make every effort to work with the file you send, but a logo that has to be converted from raster to vector carries the automatic logo conversion fee. Customer represents that the use by Swag & Promos by Successories of copy and material submitted will be in compliance with all laws. Customer assumes all liability for any violation of any intellectual property rights and shall hold harmless and indemnify Swag & Promos by Successories for any claim or action regarding same.