Logo Submission Guidelines

To facilitate the hand-off of your logo to The College of New Jersey, please follow these requirements and guidelines to help us make your logo look its best.

What we need from you

1. File Format

- **REQUIRED FOR PRINT:** Vector eps file (such as an Adobe Illustrator eps) with all fonts converted to outlines. This file format is preferred because vector-based art can be resized without degrading shape or color.

- **PREFERRED FOR WEB:** Vector eps file (such as an Adobe Illustrator eps) with all fonts converted to outlines.

- Acceptable for online (Web) usage only: Raster image file (such as an Adobe Photoshop file). The logo must be a minimum of 600px wide or 600px high (whichever is the larger proportion) at 300 dpi. The image file may be delivered in any of the following formats: layered psd, transparent png or transparent gif. (Raster image files will not be accepted for large-scale items such as posters, signs, banners, etc.)

2. Color and Black and White

Ideally, two separate files should be submitted:

- **4-color (CMYK) logo.** (Please note, colors may not reproduce accurately in print if logos are RGB.)

- **One-color** (black & white) logo with no tints or screens (i.e., 100% black, no gray)

3. Logo Usage/Branding Guidelines

Please submit any logo usage guidelines along with your logos. Care will be taken whenever possible to follow applicable guidelines, including colors, clear space, use of taglines, etc.

4. Logos for Web

For online usage, you may also wish to submit a variation of your logo without a tagline or other small type that may become illegible at screen resolution.

Our process

1. Quality Control

All art files are checked by production for suitable file format. If there is a problem with the file, you will be notified as soon as possible that new art is required. Please note that any delays in sending new files may result in the absence or sub-standard reproduction of your logo.

2. Logo Sizing

Logos are sized proportionately for the best fit within the design of the page on screen or in print. Legibility and maximum impact are also considered when sizing your logo.

When used in a group (such as a list of sponsors), logos are sized to appear as visually equal to the other logos as possible. Please note that the shape of your logo may restrict its size. Other characteristics (such as color and logotype) also contribute to its visual weight.

- **File Size (for Web):**
  For Web use, the maximum width allowed for a logo is typically 130 pixels.

  Logos, once formatted to the correct physical size, will be saved to screen resolution at a file size less than 5K. Any png or gif images received at larger file sizes will be reformatted to meet these requirements.

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