

In-Room Plus Logo Artwork Submission Requirements

LABELS, HEADERS & INSERTS:

PREFERRED FILE FORMATS

Vector EPS, AI or PDF formats

ACCEPTABLE FILE FORMATS

JPEG, TIF, GIF & PNG formats

A vector file is preferred, although a high resolution (>300dpi) JPEG, GIF, PNG or TIFF file may be used, depending on the logo.
(PLEASE NOTE: PMS COLORS CANNOT BE MATCHED ON JPEG, TIF, PNG, OR GIF FILES)

Background color of JPEG or TIFF files submitted will indicate label background. We cannot revise color, font or layout of raster/bitmap logo files.

If a vector file is submitted, we can make changes to color, layout, text & size, given that fonts are included or outlined.
(PLEASE NOTE: THIS MAY INCUR ADDITIONAL CHARGES)

CORKSCREWS & SHAKERS

ACCEPTED FILE FORMATS

Vector EPS, AI or PDF formats

These items are printed using a process that REQUIRES a vector file format (i.e. AI, EPS or PDF).

JPEGs, GIFs, PNGs or TIFFs cannot be accepted, and the job will be delayed until correct format is received.

All fonts used in logo artwork, should be included or converted to outlines.

We can make changes to color, layout, text & size, given that fonts are included or outlined.
(PLEASE NOTE: THIS MAY INCUR ADDITIONAL CHARGES)

UNDERSTANDING RASTER vs VECTOR

There are two kinds of digital graphics:

RASTER

Raster images (a.k.a. bitmap images) use a grid of individual pixels where each pixel can be a different color or shade.

RASTER IMAGES ARE COMPOSED OF PIXELS.

Common Raster file types include .JPEG, .GIF, .PNG & .TIFF

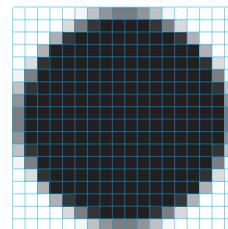
VECTOR

Vector graphics use mathematical relationships between points and the paths connecting them to describe an image.

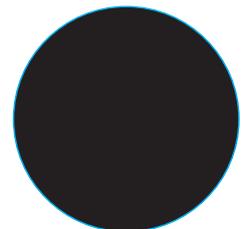
VECTOR GRAPHICS ARE COMPOSED OF PATHS.

Common vector file types include .AI, .EPS & .PDF

The image to the left below is representative of a raster image and the image to the right is representative of a vector graphic. Changing the color of a raster image can require manipulation of individual pixels which is extremely time intensive and expensive. Color can be changed in vector graphics instantly with a click of a button.



Raster Image



Vector Image

If you have any questions please contact our graphics department:
800.875.5398 or **emily@inroomplus.com**



In-RoomPlus