

Hydration By Haws™ Custom Logo Requirements

To ensure your logo prints optimally, here are a few points to help you select and send the correct logo in the correct format.

1

LOGO COLOR. The logo needs to be one-color (preferably black), and solid in color with no shading.

The sample logos below show the difference between color with shading, and the preferred solid black.



2

LOGO FORMAT OPTIONS. The preferred format is vector. Logos generated in a vector format are usually done in Adobe Illustrator, and the end of the file name will be .ai, example: HawsLogo_4c.ai

A jpeg is a photo file. If you do not have a vector file, but only a jpeg, the jpeg file MUST be 300 dpi (dots per inch) for it to be a high enough resolution. (FYI - logos that are taken from a website are 72 dpi and will not have enough resolution to etch cleanly). If sending a jpeg, the file must be at least 3" x 3" at 300 dpi, and a solid color of black if possible.

3

LOGOS THAT ARE NOT THE CORRECT FORMAT. If the submitted logo requires graphic work to meet printing requirements, an hourly charge will apply and will need client approval of the additional cost before work is done.

For questions, please contact Customer Service at 1-888-640-4297
or email: info@hawsco.com.

