

Logo Submission Guidelines

Submit all logo files to Dawna Houston at dhouston@barrie.org

To facilitate the hand-off of your logo to Barrie School, please use this information about what we need from you and the process we follow to help make your logo look its best.

WHAT WE NEED FROM YOU!

1. File Format

PREFERRED: 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.

Acceptable: Raster image file (such as an Adobe Photoshop file). The logo must be a minimum of 3" wide or 3" high (whichever is the larger proportion) at 300 dpi. The image file may be delivered in any of the following formats: psd, tiff, png, or jpeg. (Raster image files will not be accepted for large-scale items such as posters, signs, banners, etc.)

2. Color

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

3. Logo Usage/Branding Guidelines

Optional: 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.

