



## Logo and Artwork Specifications

### Tips for Easy Uploads

The following are some guidelines to give to your graphic designer to ensure a quick upload of artwork or logos that is compatible for your printing needs.

If you have any questions, please contact [lhcustomprint@smartpractice.com](mailto:lhcustomprint@smartpractice.com)

The quickest way to set-up your custom art is to provide your existing art (logo, design, etc) in their master (vector) format. The master format allows us to adjust size while keeping the quality and integrity of the design.

- Provide a high-resolution file
  - **.pdf** (Adobe Acrobat) (This type of pdf is different than saving a .jpg, .gif bmp, .tiff, .png or other file format as a .pdf)
  - **.ai** (Adobe Illustrator Artwork 8.01)
  - **.psd**, (Adobe Photoshop Image)
- Digital logo file's colors should be CMYK.
- All image quality should be 300 dpi

### LOGOS

- Logos should be 300 dpi and at least 2" x 2" in actual size.

### PHOTOS

- Photos should be cropped around the head and face and at least 2"x3" - larger is better
- Photos should be taken with a 6 mega pixel camera or better for best quality
- Scanned images should be 300 dpi and at least 2"x3"
- Stock photography should be 300 dpi and accompanied by a copy of the license usage
- Crop close to the face – bottom across the shoulders.

### READY TO PRINT POSTCARD ART

- High-resolution PDF (.pdf, .ai, or .psd as above) or 300 dpi CMYK .jpg
- Bleed size should be 4.375 x 6.125
- Trim size is 4.25 x 6
- PMS colors will be matched to the closest CMYK but are not exact
- Fonts should be flattened

### MISCELLANEOUS

- Progressive .jpeg files are not compatible with our system.
- If you have a black and white image, please convert the image to RGB format before uploading.
- **Free set-up for compatible files (see above) for use as is (no adjustments of size, color, or additional art, etc.)**
- **There is a \$25 set-up per file that requires minor changes**
- **Our design services to create or modify art (\$75/hour)**