

LOGO UPLOAD GUIDE



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Logo artwork should be uploaded in one of the following formats. For best results, please use the EPS vector based format. GIF and JPEG web graphics are not suitable for print. Do not place your logo into a Word, Excel or PowerPoint document. *AHA is not responsible for the quality of uploaded logos.*

EPS vector-based format (such as Adobe Illustrator or Freehand)

All fonts should be converted to outlines. The file should be saved with a TIFF (8-bit) color preview, transparency and document thumbnails included. See Figure 1 for sample settings in Adobe Illustrator CS2.

JPEG format

Logos must be 300 dpi, CMYK color. Please do not scale up smaller logos, they will appear blurry or bitmapped on final output files.

TIFF format

Logos must be 300 dpi, CMYK color, flattened (no layers). TIFF format files must be saved with an IBM PC preview (LZW compression is optional). See Figure 2 for sample settings in Adobe Photoshop CS2. Please do not scale up smaller logos, they will appear blurry or bitmapped on final output files.

Figure 1: Adobe Illustrator CS2 EPS settings

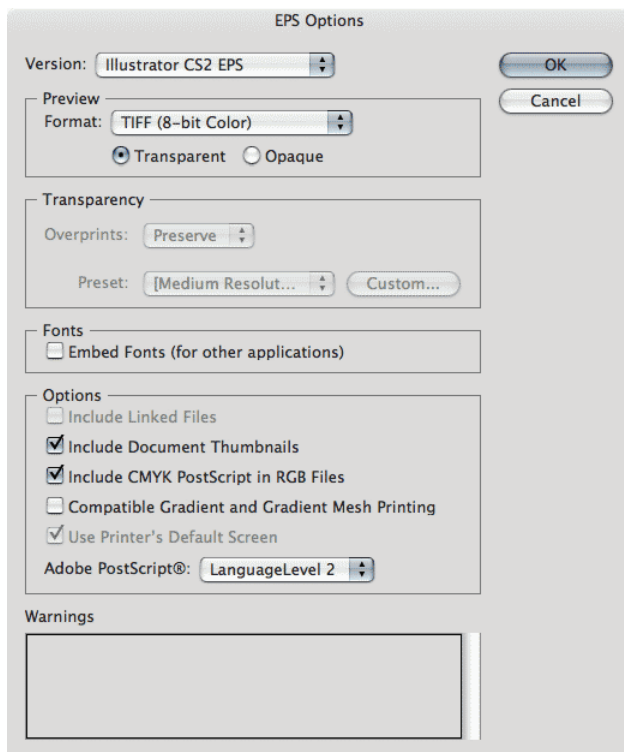


Figure 2: Adobe Photoshop CS2 TIFF settings

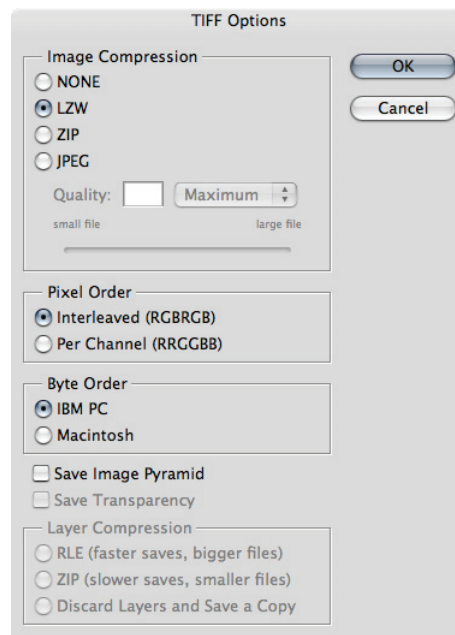


IMAGE UPLOAD GUIDE



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Images should be uploaded in one of the following formats. GIF and JPEG web graphics are not suitable for print. Do not place your image into a Word, Excel or PowerPoint document. *AHA is not responsible for the quality of uploaded images.*

JPEG format

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TIFF format

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Figure 1: Adobe Photoshop CS2 TIFF settings

