

LoyaltyPrint allows you to submit a logo and personal photograph for use in marketing campaigns. For best printing results, submit high-quality digital artwork. Here's a quick summary of file types and expected results in print production.

## Logos

### Optimal

File types: .ai or .eps  
(Vector image with fonts  
converted to outlines)

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## Photos

File types: .jpg or .tif  
(professionally taken,  
well-framed, high-resolution  
300 dpi .jpg or .tif >100k file size)

### Acceptable

File types: .jpg or .tif  
(high-resolution file  
150+ dpi)

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File types: .jpg or .tif  
(medium resolution  
150+ dpi)

### Unacceptable

File types: .gif, .png or .bmp  
(low-resolution file  
<10K file size)

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File types: .gif, .png or .bmp  
(low resolution  
Taken off web site or camera phone  
<100 dpi)

## Helpful artwork tips

- 1) Grabbing a logo or photo from a web site typically results in low-resolution printing.
- 2) The smaller the file size, the lower the quality. Art files should be at least 100kb.
- 3) Your sales support or marketing department (if you work with one) or anyone who has handled printing of your business cards or stationery should have print-ready logo files to submit to LoyaltyPrint.
- 4) Taking the time to have a professional, high-quality photograph will greatly increase the quality & impact of your marketing. Quality in = quality out!
- 5) Call us with any questions. We'd be delighted to help!