



## LOGO GUIDELINES & REQUIREMENTS for Mountain Connect 2018

### FOR SPONSORS AND EXHIBITORS

Thank you for exhibiting and /or sponsoring at the 2018 Mountain Connect Broadband Conference. Your organization will be featured in printed and digital programs, conference signage, social media and MountainConnect.org.

In order to promote your organization and the conference with high-quality, professionally-printed graphics, we request that you follow these guidelines when submitting your company logo:

#### **#1 Send vector graphics when possible**

Vector graphics are scalable, easy to edit, they have transparent backgrounds and incredibly high resolution. These logos normally have file extensions such as .AI, .EPS or .SVG. Occasionally, PDF files retain the vector info so they can work, too.

Vector logos are highly preferred. They minimize the time it takes to lay out printed materials for the conference, saving time and money. Plus they keep our artists happy!

#### **#2 Send raster graphics at 300dpi**

Raster graphics are JPG files, GIFs, PNGs or TIFFs. They are not able to be scaled larger than the original size at which they were created. So a common pitfall is to send an email signature JPG and the file size is less than .5MB – meaning it is probably low resolution. A low resolution file will have minimal resolution and appear pixelated in print materials.

We recommend that if you send raster graphics, please ensure they are at least 6 inches wide or larger and 300DPI in resolution. A good rule of thumb is to look at the file size. If your logo is a JPG and the file size is less than .5MB, it is probably low resolution.

#### **#3 Send your files early**

The sooner we get your logos, the sooner we can approve them for inclusion in the printed materials for the conference. Also, that gives us time to resolve any issues with your logo/graphic submission. Thank you.

LAST DAY FOR LOGO SUBMISSIONS: Monday, May 14, 2018 at 5pm MDT.