

# Submitting a Logo

Yes, we'd love to put your logo on your billboard. Visual consistency with other advertising is a key to success. However, the type and size of file you submit needs to be correct in order for your logo to look great.

## ● **Bitmap or Pixel-Based File** .jpg .bmp & sometimes .pdf files

These are the type that are most commonly used on websites or what you typically will find if you search the internet for an image. Unfortunately, what works on a website is just too low of quality to look good when enlarged onto a billboard.



This is a 45K .bmp file. It looks OK in this small size.....

But look what happens, when you enlarge it! Yuk ▶



We can make your bitmap logo file work as long as it is high enough in resolution.

A .jpg file that is around 300K or higher will look much better when enlarged. ▶



One problem that we can run into is that most bitmap based logo files have a white background that can sometimes be hard to work around. ▶



## ● **Vector File** most .pdf files .ai .eps

Vector files are the easiest to work with. They are created in a drawing program and are based on lines rather than pixels. No matter how big you enlarge these, the quality does not change. This is the best way to submit your logo because our artist can change, modify and enlarge this image in any way to make your billboard look its best.

Please make sure all Fonts are converted to outlines if necessary when submitting this type of file.

