

## Monterey Museum of Art

### Logo Requirements Checklist

Here's a brief checklist for how to best submit your logo for possible use by the Monterey Museum of Art.

#### Logo requirements

All logos must be vector-based graphics because they can be enlarged infinitely without loss of quality, while pixel-based graphics cannot.

#### YES!

- Submit the logo in a vector-based format such as:
  - Adobe Illustrator (AI) — **Preferred format!**
  - Encapsulated Postscript (EPS)
  - Adobe PDF (if and only if the PDF is generated from a vector-based file)
- Provide the logo in CMYK color format and black and white.
- Provide any logo usage guidelines if applicable.
- Outline all text that appears in the logo (in other words, convert text elements to shapes and fills).
- Send your logo file(s) as a zipped attachment via email to your Museum contact.

#### NO

- Do not embed a logo in any other document file such as Microsoft Word.
- Do not send a logo in a pixel-based format, including:
  - JPEG
  - PSD
  - TIFF
  - PNG

#### Questions?

Please email [design@montereyart.org](mailto:design@montereyart.org) if you have questions related to this document.