

ARTWORK GUIDELINES **2021** AT A GLANCE

Please take the following in consideration for artwork related purposes. These are enforced by our vendor partners and no exceptions are allowed.

GENERAL TIPS

Avoid long strings of text and too many photos. This is not a brochure and not the place for detailed information.

A good, brief impression is better than a long winded paragraph that will not be read.

Advertisements must be kept family friendly.

While phone camera technology has greatly improved in the past several years, they do not make up for professionally taken photos. For this reason and to avoid copyright infringement, stock photos are encouraged if you do not have these available.

Visit stock.adobe.com; Standard content photos can be licensed for no extra cost.

IMAGES need to be high-resolution at 300DPI. Lower quality can only be used in a small format or may not be useable.

LOGOS are preferred in a vector format (EPS, Ai, SVG). 300DPI JPGs or PNGs are okay. Anything less can only be used in a small format or may not be useable.

COLORS should be given in CMYK or Pantone. Hex codes are okay, but may not match precisely.

ELEMENTS NOT ALLOWED

Coupon/Dollar off/Direct Offers

Text **can not** be placed below 14 inches.

No job opportunities/offers.

Licensed or certified positions okay, but must be mentioned.

Before and after images.

Different companies. Only one company/brand per kiosk.

Competing services offered by the store.