Logo Guidelines

To be placed in the meeting program (for print)

Higher resolution (larger file size, greater than 1 MB) is required here to look decent on a printed page or on promotional materials. Vector graphics created in photoshop, adobe illustrator, or a similar program is preferred. These files can be used more directly in layout programs and look the best when printed on paper. If you only have access to raster versions, here are the recommendations for the best printed appearance:

- .tif (best, this file type does not compress),
- .png (good, but requires higher resolution, >300 dpi), or
- .jpg (OK, if resolution >300 dpi)
- .pdf (depends, see below)

If your logo image is already a jpg file format, there is no benefit to exporting it to a tif or png. This will not add any clarity to the image. Similarly, if your image is in a pdf file format, try to zoom in closely and see if it still looks good before considering it for submission.

To be used on the website (screen only)

Any of the logos that meet the requirements for print (above) will also be suitable for the website. If, however, you prefer a different logo for the website, please be mindful about the resolution of the image. If you don't know the resolution, try to open it and "zoom in". If it looks really fuzzy, then it might be too fuzzy to look good on the website as well. Again, vector formats are preferred as they look the best on the screen as well as on paper.