

# HOW TO SEND Photos/Logos/Mascots

## Uploading a Digital File

File must be high resolution  
 – 300 dpi at desired printing size  
 Do not send photos/logos/mascots from your website! (These files are low-resolution & will not print well.)  
 We convert rgb images to cmyk. Conversion may result in slight color shifting. We are not responsible for color changes when converting.  
**Only hard-copy photos / logos / mascots scanned by MagnetStreet are guaranteed for quality.**

At UniversityMagnets.com  
 > Under Upload Menu  
 Click "Upload Photos / Logos / Mascots"  
 > Select Artwork type "Photo" or "Logo" or "Mascot"  
 > Complete other fields as appropriate  
 > Click Upload

You will receive a "success" or "failure" message. This does NOT indicate acceptability of the photo, just that we received your transmission.

**MagnetStreet will check your file!**

**To ensure quality printing standards, we will review your file. If it does not meet our high standards, we will contact you. Your order will not be processed until your file is approved.**

## Digital Camera

Camera must be at least 3 megapixels  
 Set camera at the highest image-quality setting  
 Should produce a larger file size (mb not kb)  
 Digital cameras often produce a red skin tone

## Scanning Images

Make sure scanner is clean & free of dust  
 Set to highest scan quality possible  
 – must be at least 300dpi  
 Do not re-size image to make it larger  
 Scanners often produce a red skin tone

## Digital Photo Formats

**Acceptable Photos**  
 High Resolution – 300dpi  
 .psd .tif  
 .jpg .eps

**Un-Acceptable Photos**  
 Web images (72 dpi - too small)  
 .gif .bmp .cdr .doc  
 .pub .png .pdf

## Digital Logo Formats

**Acceptable Logos**  
 .ai .psd - Only if 600dpi  
 .eps .tif - Only if 600dpi  
 .jpg - Only if 600dpi  
 Color must be cmyk / No spot colors  
 Type converted to outlines

**Un-Acceptable Logos**  
 Web images (72 dpi - too small)  
 Laser prints Printed Logos  
 Faxed artwork Photocopies  
 .gif .bmp .doc  
 .cdr .pub .png

## Mail for MagnetStreet to Scan

Please write your name and order number on the back; use a felt tip or permanent marker- ball point pens leave marks. We do not recommend using paper clips or stapling your business card as they leave marks on your photo that will show up in the scan.

MagnetStreet  
 4325 Pheasant Ridge Drive, Suite 602  
 Blaine, MN 55449

We do not return artwork or media unless a self-addressed, stamped envelope is provided.

## Acceptable Formats

Free of any smudges, wrinkles, tears, ink marks, etc.  
 At desired printing size or larger (10" x 12" max size)  
 Glossy or smooth-finish images scan the best  
 Scans will only equal the quality of the image sent to us

## Unacceptable Formats

Prints of low resolution files (less than 300 dpi)  
 Prints that are blurry, fuzzy or scratched  
 Business cards, brochures, other printed materials  
 Printouts of web images  
 Photos printed on an inkjet printer  
 Laser Prints  
 Photocopies  
 Faxed artwork  
 Copyrighted images without a release form

## Do Not Send

**If MagnetStreet has already rejected an image for poor quality/low-resolution/etc., it will not help for you to re-size the same image on your computer. You must take a new photo with a higher resolution setting on your camera/scanner.**