

How to Give Us: Photos, Images, Logos, Pre-Keyed Information and Files

Here are the standards for logos and photos as directed by our corporate art department. When asking a vendor for photos or logos, please try to stick to these regulations. Please pass on this information to your vendors when requesting photos or logos.

Product Photos or Images

ACCEPTABLE

All product photos or images should be provided as:

- a digital file – digital files must be:
 - professionally shot digital photo.
 - professional scans of a professionally shot negative or transparency.
 - minimum 300 dpi (dots per inch) at final print size.
 - CMYK.
 - a native Photoshop file (PSD) or saved as an EPS or in .psd or .TIF format

UNACCEPTABLE

- Royalty-free or rights-managed stock photography. *Let us know the image number and the site it came from and we will buy it to cover licensing requirements if needed.*
- Unprofessionally shot images no matter how great of a digital camera you may be using - without proper lighting and propping the image will not have the qualities required for Costco. **Only Images shot by a professional Photographer will be accepted.**
- NO low-res digital images from Web sites. (JPEG or GIF)
- NO black and white photos or transparencies.
- NO images for which you do not own the copyrights.
- NO printed material can be used as artwork.

Pre-Keyed Information

INFORMATION PROVIDED IN THE BODY OF AN E-MAIL IS PREFERRED OR:

MICROSOFT WORD FILES VERSION 2003, WORD FOR MAC 2008 OR EARLIER

- Save as a text only document (.TXT file). If there is critical formatting you need to visually convey, please also provide the native word document. However, we will pull the text from the text only file so they should both contain the same information.
- Please DO NOT type in ALL CAPS. If all caps is needed, use the Windows formatting function as this can be undone.
- Use only one space after a period.
- Run Spell Check – we are not responsible for any misspellings you provide to us.
- Please e-mail us your file and provide a printed hard copy of your document.
- Avoid the use of special characters or formatting.
- Avoid the placement of any clip art, tables or charts.
- Avoid using the tab key more than once consecutively.

MICROSOFT EXCEL FILES 2003, EXCEL FOR MAC 2008 OR EARLIER

- Save as an Excel spreadsheet.
- Please DO NOT type in ALL CAPS. If all caps is needed, use the Windows formatting function as this can be undone.
- Avoid the placement of any pictures, clip art, graphics or charts.

Logos

All logos should be provided as:

- vector art (created in Illustrator CS4 or earlier.)
- Avoid pixel based art work (Photoshop files or pulled from the Web – JPEG or GIF files). These will often be too low res for print work
- NO printed material can be used as artwork.
- NO faxed material can be used as artwork.

Programs

We use primarily:

- Photoshop CS4 or earlier
- Illustrator CS4 or earlier
- InDesign CS4 or earlier
- Acrobat (High res PDF files) 7.0 or earlier – *Only if size and bleed requirements are met. Please contact your project coordinator before sending.*
- QuarkXPress 6.5 or earlier

Digital Media

We can receive these images on a CD-ROM, DVD or an e-mail (if under 3 Megabytes). We can also download from your FTP site if you provide us with Log-in information.

Note to Costco's Project Coordinators:

Any high-res files that need to be downloaded from an online Image database, FTP site or Web site must be downloaded and provided to marketing on a CD or DVD or places in the Marketing Transfer Folder in the PDF library saved under the appropriate Job number – thank you for your understanding.