

Logo Specifications

Thank you for selecting Moneris Solutions for your Gift Card program. In order to personalize your gift cards, we will require an electronic copy of your company's Logo for thermal printing on your chosen Gift Card design(s).

Logos must be submitted in pure Black & White. Moneris can accept logos in any of the following electronic formats:

- Bitmap (.bmp) **** preferred format**
- TIFF Bitmap (.tif)
- Encapsulated Post Script (.eps)
- JPEG (.jpeg)
- Any format that is compatible with Adobe Photoshop or Illustrator

The preferred format is a Black & White Bitmap file with a resolution of 300 dots per inch (dpi). Please note that your logo will be reduced to fit into an available printing area that is approximately **1.771" wide by 1.299" high**.

Logos that are provided to Moneris and do not meet the above requirements may cause delays to your order.

Please email your logo to your Moneris Sales Representative at the contact information provided by them.

Before sending your logo to Moneris:

- Please do not submit logos from Internet web sites. Most logos on the Internet are prepared at 72 dpi. This is the best resolution for computer screens but not good enough for reproduction purposes.
- Confirm the file format. Your saved logo should have one of the filename extensions shown above.
- Please use your merchant name when you save your logo (eg: merchantname.bmp OR merchantname.tif)
- Check the resolution of your logo (PC only). To do this, open the logo file and right-click on the logo image. When you select "Properties", you should see the resolution in 'dots per inch' or dpi. Please ensure that your logo is 300 dpi or higher.
- Please note that some details may be lost when your logo is sized for the available printing area. Logos that are 'tall', have detailed graphics, or that have additional text (such as address information) may not print well.

If you do not have your logo in electronic format, either:

1. Obtain an electronic format of your logo from the company or person that originally designed the logo. Please remember to ensure that it is in one of the approved file formats listed above.

OR

2. Create an electronic format by scanning your logo into a computer. You will need to scan from a 'print quality' black & white image on an 8.5" x 11" sheet. The resolution of your logo should be at least 600 dpi before you scan because some detail will be lost when you scan. A print quality image is generally available from the graphic designer or advertising agency that created your logo. (Please note that Moneris will not be responsible for any fees associated with obtaining your logo in electronic format.)

If you cannot provide an electronic version of your logo, Moneris will be pleased to personalize your Gift Cards by printing your **Merchant Name** (up to 4 lines of text with a maximum of 13 characters per line) on the cards using Helvetica Bold Italic (font size is 13 pt).

Logo printing area (1.771" wide by 1.299" high):



Font and font size used when printing merchant name only:

