

Logo Requirements

If you are submitting a logo to us to print on your Rewards Cards (Options A or B above), please ensure that it meets the specifications listed below. Submitted logos that do not meet these specifications may result in delays in processing your order.

Dimensions of the Custom Print Area¹

Please ensure that your logo, including all graphic and/or text elements, fits within the following custom print area dimensions.

	Centimeters	Inches
Height	4.498	1.771
Width	3.299	1.299

Logo Resolution and File Formats

Logos should be submitted in black and white with a minimum resolution of 300 dots per inch (dpi). Due to printing constraints, no grey levels are possible. Moneris prefers files be submitted as Bitmap (.bmp) images, but can accept logos in the following formats as well: TIFF Bitmap (.tiff), Encapsulated Post Script (.eps), JPEG (.jpg), or any format compatible with Adobe Photoshop and Illustrator. If your logo is larger than the dimensions listed above it will be reduced to fit. Please note that in this case, some details may be lost. Logos that have detailed graphics or additional text (such as address information) may not print clearly.

If you are using a PC, you can check the dpi of your image by right-clicking on the logo file and selecting “properties”. The dpi should be available under the “summary” tab. It should be at least 300 dpi.

A Note on Web Logos

Logos copied from websites are not suitable for high quality printing since most logos on the Internet are prepared at a low resolution (72dpi) which is sufficient for computer screens but not for print reproduction purposes.

Scanning Logos

If you do not have a logo in an electronic format you should either obtain a copy from the original designer who created it, or you should scan a copy of your logo into a computer to create an image in electronic format. You will need to scan from a ‘camera-ready’ black and white image with a resolution of at least 600 dpi (some detail may be lost when you scan). A suitable image should be available from the designer or agency that created your logo. Many retail office services companies can also provide you with scanning services. Moneris will not reimburse any fees associated with converting your logo to an electronic format.

¹ Approximate Dimensions