

# St. Jude Walk/Run

## Sponsor Logo Submissions and Guidelines



### New Logo Upload Location

We will be handling St. Jude Walk/Run sponsor logo submissions differently this year. Logos will **no longer** be sent through the Primary Color portal. You can now place your logos here (must be on VPN) [S:\WalkRun](#). Once connected, choose the **WalkRun Sponsor Logos** folder, then choose the folder for **your market**. Creative Services will review the logos to make sure the quality will work for print materials and will contact you if a logo does not pass the vetting process and a new one is needed. **Creative Services will then upload approved logos to your Primary Color portal library** along with the sponsor logos that were used for your market last year. If you are missing a logo in your Primary Color portal library, please contact [brian.williams@stjude.org](mailto:brian.williams@stjude.org).

### Request logo files from the Sponsor.

### **DO NOT** pull logos from websites or social media.

- **Vector-based file (.eps or .ai)** should be submitted to ensure quality reproduction at any size.
- All fonts should be **converted to outlines**.
- Files should be supplied in **CMYK** format, not RGB.

### If a vector-based file cannot be provided, jpegs or tiffs are acceptable IF:

The **dpi resolution** is 300 dpi with either a width or height of at least 10 inches



The **pixel dimensions** are at least 3,000 pixels wide or tall

### Important things **NOT** to do:

Changing the file extension (like from .jpeg to .eps) **does not convert** a screenshot or any other file type to a vector graphic.

Changing the resolution of a low-resolution file **does not convert** it to high-resolution, and will still result in pixelized output.