

Fusion: Brand FAQs

High-quality logo files

Q: I'm working with a business to create [building signage, a newsletter, event t-shirts, business cards, etc.] but they're telling me the logo isn't high-quality enough. Can you give me a high quality logo file?

A: High-quality logo files are included in the original set of files provided to all chapters that sign on to The Arc's brand. There are generally two reasons we get questions about high-quality logos:

1. **Chapters have all the files, but don't know which ones to provide:** Providing the correct files to printers or graphic designers can be tricky sometimes, because certain file types that printers prefer for jobs require special software to open and use. So while you may think the file is "bad" because you can't open it, really you just don't have the right software. The person you're working with will have the necessary software. Please see our handout, Getting and Using The Arc's Artwork, for more information about the different file types (find this handout in the Brand Implementation Resources section of "For Chapters", or email me (romo@thearc.org) to request). Or, as always, feel free to call me (202.600.3492) to discuss over the phone.
2. **Chapters (or some staff members) don't have the any files or just a low resolution copy:** We provide a lot of artwork when we return logo files to chapters. This is to make sure that you have all of the file types you could ever possibly need, for any possible reason. When chapters don't have the right files, it is usually because they can't find where they saved them, or didn't download all of the files in the first place. Sometimes, a senior staff member will have the files but may not have shared them with the rest of the staff. If you think you have lost some of your files, or may not have downloaded all of them, please email me (romo@thearc.org), and I will send you the link to your files again, and explain to you the different file types and how to download them all. The handout, Getting and Using The Arc's Artwork, also has more information about how to correctly download all of the files.

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