

HOW TO PROVIDE YOUR DEALER LOGO

Provide your dealership logo to include on your ConsumerConnection communications and increase dealership branding. Please follow the instructions outlined below to properly submit your dealership logo. Logo will print in color (if provided).

Logo must be provided by the dealer in the following formats:

FOR DIRECT MAIL: High resolution is required

- The best option is 300 ppi EPS OR vector files that are scalable to any size (Adobe Illustrator .ai or .eps files).
- A stacked version of the logo is highly recommended over a horizontal version.
- **High res. JPEG and TIFF files can also be used for print if formatted correctly:**
 - Large-size JPEG or TIFF raster image at 300 ppi = Minimum requirements are 4" w x 2" h
 - Medium-size Jpeg or TIFF raster image at 300 ppi = Minimum requirements are 2.5" w x 1.5" h
 - Small-size JPEG or TIFF raster image at 300 ppi = 2" w x 1" h (minimum size; cannot be enlarged).
 - Note that PNG and GIF files are low resolution and thus unacceptable for print.

FOR DIGITAL USE:

- Logo size requirement = 173 x 96 pixels
 - 72 dpi, save as .jpg

Email your dealer logo (2 sizes, per above requirements) to Program Headquarters at consumerconnection@epsilon.com. Must include your dealership name along with your P&A code within your email.



HOMETOWN MOTORS

Correct



HOMETOWN MOTORS

Not Correct

Logo should be on white or no background



HOMETOWN MOTORS

Not Correct

Logo should be clear, and not pixelated

FOR HELP, CONTACT PROGRAM HEADQUARTERS:

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EMAIL: CONSUMERCONNECTION@EPSILON.COM