

# Photo and Graphic Guidelines

## PHOTO STANDARDS

**5"x7" JPG or TIFF, 300 dpi, 1 MB (or larger)**

### Do's

- ✓ Do dress professionally (attire and appearance) for headshots. Please remember, this photo will be viewed by your peers.
- ✓ Do use natural light, in a professional setting with a plain backdrop
- ✓ Do take a photo that doesn't crop your head off in any way and gives room all the way around your head and shoulders
- ✓ Do consider professional photography. Take advantage of the professional head shot lounge at ENA's Annual Conference, or many hospitals have a staff photographer who may be willing to help.
- ✓ Do acquire and apply proper permissions and copyright for all images used. Make sure proper [photo release forms](#) have been completed.

### Don'ts

- ✗ Do not submit "selfies" as a headshot
- ✗ Do not submit files that are blurry
- ✗ Do not photograph directly in front of glass; shoot from a slight angle to avoid reflection and flash
- ✗ Do not photograph people under fluorescent lighting, against a yellow-ish wall. The overall color tone is difficult to correct and unflattering.
- ✗ Do not submit photos from personal social events

## GRAPHIC/LOGO STANDARDS

**(Vector) EPS file, fonts outlined, CMYK or PMS**

**HINT: ENA printed material will be converted to CMYK. If you have any specifications for converting your logo from PMS to CMYK, please include them.**

## SUBMISSION CHECKLIST FOR ALL FILE TYPES

### Do's

- ✓ Do double check that you have followed the requirements above
- ✓ Do send submissions early so there is time to correct any problems or gather any additional information needed
- ✓ If you have questions, please feel free to ask and provide contact information for a quick response

### Don'ts

- ✗ Don't produce artwork in nonstandard design programs, such as Microsoft Word or PowerPoint. (Standard acceptable programs are Adobe Photoshop, Illustrator and InDesign, or QuarkXpress.)
- ✗ Don't submit graphics or images pulled from the web for print production (Example: screenshots of a portrait off of a website.)
- ✗ Don't submit images embedded in email, Microsoft Word or PowerPoint. Provide an EPS, TIF or JPEG for print. If you are emailing the files, please remember to attach your file.

## The Truth about Web Photos

Wondering why you can't copy an image from a website and use that file in a newsletter, magazine ad, or blow it up for a poster? Computer screens and programs generally operate at 72 pixels per inch (ppi). Your desktop printer may print at 300 dots per inch (dpi), and the printing press on which the newsletters, magazine ads or posters are printed may require yet another higher resolution. If you copy a web photo and attempt to enlarge it, the image will be blurry.

The solution: make sure your original electronic file is in a higher resolution if it's to be enlarged. ENA requires 300 dpi for final product resolution on all newsletters and advertisements. If ENA is printing larger-sized pieces such as posters, we may require higher than 300 dpi.

**HINT: Simply taking the web image and changing the resolution to 300 dpi will still produce a blurry image.**

## Image Size vs. Image Resolution

**Size:** The actual dimensions of the piece. (For example, a good size for a portrait photo would be 5" x 7".)

**Resolution:** Refers to the pixels, or dots per inch, required for good reproduction or printing. Most output devices such as printers are geared for dots per inch (dpi). Computer screens and programs are oriented to pixels per inch (ppi). Generally, the higher the resolution, the finer the detail.

**HINT: ENA requires graphics and images with 300 dpi for the best results.**

## File Formats Defined

**EPS (Encapsulated PostScript):** Most widely accepted vector, or line-based format/extension. Used for logos and graphics.

**JPEG:** Saves file space but compression may alter image-based files; acceptable for archiving. Used for photos.

**GIF (Graphics interchange file format):** Format for Internet and web graphics.

**PNG (Portable Network Graphics):** Compressed raster graphic format commonly used on the web.

**TIF (Tagged image file format):** Most widely used raster, or image-based format/extension. Used for photos.

## File Sizes

**KB (Kilobyte):** A unit of digital information or computer storage equal to either 103 (1,000) bytes or, 210 (1,024) bytes, depending on context.

**MB (Megabyte):** A unit of digital information or computer storage equal to either 106 (1,000,000) bytes or 220 (1,048,576) bytes, depending on context.

**HINT: A good file size for an image (5" x 7" with 300 dpi) used for a printed piece is usually around 1 MB to 3 MB. We will also accept files larger than 3 MB.**