

What to send for your event

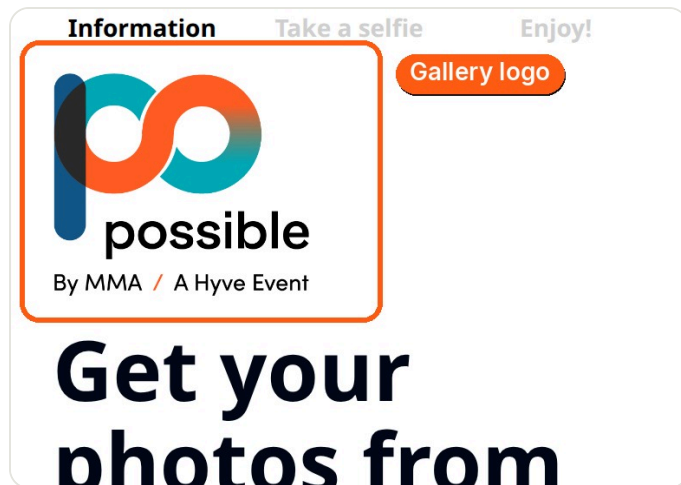
Signup logo, watermark, and photo overlay are three different files. Please send the file that matches each surface.

SURFACE	FILE WE NEED
Signup, gallery, portal, and QR pages	Signup / gallery logo
Small stamp on delivered photos	Watermark (optional)
Frame, bars, collage, or 4×6 graphic on the photo	Photo overlay

A gallery logo is not a watermark. A watermark is not an overlay. A 4×6 print file is not the signup header.

1. Signup / gallery logo

The mark at the top of the signup page, personal gallery, event portal, and QR page. We display it small. Please send a larger cutout — a tiny source file looks soft on phones.



POSSIBLE 2026 signup. The gallery logo sits at the top of the form.

PLEASE SEND

- PNG with a transparent background
- Horizontal wordmark, cropped tight
- About 800–1200px wide (1200×400 is a fine fallback)
- Full-color version that reads on a light page

One cut-out PNG is enough for this surface.

PLEASE DON'T SEND

- A photo overlay or watermark built for a full photograph
- A brand-guidelines lockup or partner list
- A photograph of the logo (sign, bottle, or booth)

2. Photo watermark (optional)

A small stamp on delivered photos, usually in a corner. It is not a frame. Photographers still shoot the full picture; we place one logo on it and size it. Skip this if you do not want a logo on the photos.



A delivered POSSIBLE photo with the simple watermark in the bottom-right corner.

PLEASE SEND

- PNG with transparency, cropped tight
- Full-color version for light photos
- White / knockout version for dark photos
- One mark, not a 4×6 frame

One or two PNGs is enough.

PLEASE DON'T SEND

- White-only knockout with no color version — it disappears on a light photo
- An Illustrator or PDF package with no PNG cutout
- A 4×6 overlay (that is the photo overlay, below)
- A JPEG photograph of the brand

3. Photo overlay

A graphic on the photograph: bars, corners, a title lockup, a 4×6 print frame, or a collage. Photographers shoot both vertical and horizontal, so camera aspect ratio will not match a single mockup. One 4×6 PNG fitted to one orientation will crop or letterbox on the other.

PLEASE SEND

- Vertical and horizontal versions, or
- A Photoshop or Illustrator file with bars, corners, title, and logos on **separate layers**
- A PNG or PDF proof we can open without Photoshop, plus the .psd / .ai

PLEASE DON'T SEND

- A single flattened PNG of one orientation, with no source file
- The signup gallery logo
- A simple corner watermark
- A partner-list PDF or brand-guidelines page

The layered source is the easiest for us. We will build both orientations from it.

Quick checklist

☐ Signup logo — PNG, transparent, ~800–1200px wide, tight crop

☐ Watermark, if you want one — color PNG + white PNG

☐ Overlay, if the photos need a frame — vertical and horizontal, or a layered PSD / AI plus a PNG proof

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