

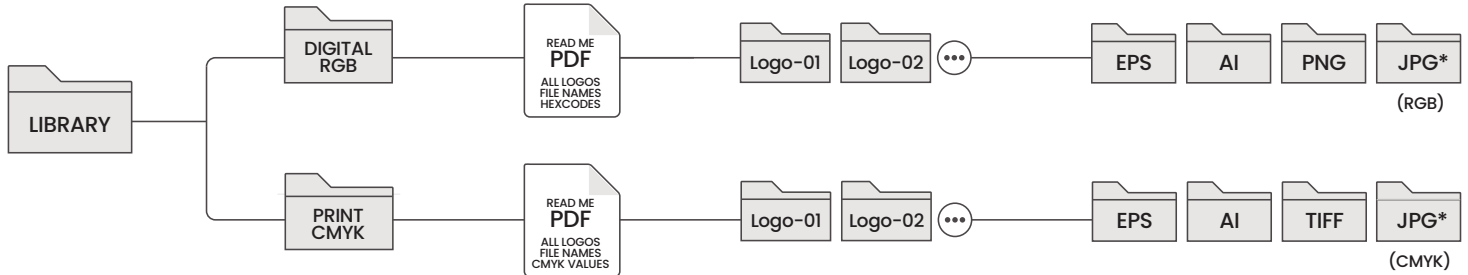


LOGO LIBRARY GUIDE

Your professional logo library provides you with the essential file formats you'll need for any application. The electronic file identification system will help you locate the version you need, quickly and easily.

LOGO LIBRARY FOLDER

Your logo library begins with two folders:



*Note: JPGs have white backgrounds. A white logo JPG is like a polar bear in a snowstorm. Therefore, you will notice fewer files in the JPG folders.

FILE NAME EXAMPLE:

NAME	HIERARCHY	DESCRIPTION	COLOUR	FILE TYPE
RTBW	Logo-01	Stacked	CMYK	.png

NAME: RTBW (RISING TIDE BOAT WORKS)

HIERARCHY:

Logo-01 is the primary stacked logo
Logo-02 is the landscape logo
Logo-03 is centred, etc.

DESCRIPTION:

Identifies the logo, IE lock-up description, icon, wordmark, etc.

COLOUR:

- CMYK
- CMYK-REV
- RGB
- RGB-REV
- PMS
- Black
- White

Printing on white/light backgrounds

Printing on black/dark saturated backgrounds

Digital applications on white/light backgrounds

Digital on black/dark saturated backgrounds

Printing logo full-colour using Pantone

Printing black, Pantone or for digital applications

When displaying the logo white(digital/print) on a black/dark saturated backgrounds

TYPE OF FILE

FILE FORMAT	CHARACTERISTICS	TO USE IF
.ai	Vector drawing file created in Adobe Illustrator (ai) software. No enlargement limits. A preferred logo format for ALL professional designers and printers.	You are working with a professional graphic designer to update your logo and produce a sophisticated design.
.eps	Same as .ai file. This type of file can be imported into documents created with graphic design software (i.e. Adobe InDesign, Adobe Photoshop)	Send this to a graphic designer, printer, or supplier asking for your 'high resolution logo for print'. Also send this file if a 'vector file' is requested.
.jpg	File created in continuous tones using pixels. Will lose quality if enlarged. Has a white background; no transparency.	Use this logo when producing your own documents in programs like MS Word, Excel, etc. Can also be used in most accounting programs to add logo to invoices.
.png	Same as .jpg, continuous tone using pixels, but with the possibility of a transparent background.	Use on a website and when transparency is needed. These files work nicely in PowerPoint presentations where you use a colourful slide background and don't want to see a white box surrounding your logo.
.tif	Similar to a .png with the possibility of a transparent background, but intended for printing	Use in print files and when transparency is needed, IE. where you use a colourful slide background.