

YOUR LOGO FILES EXPLAINED

FOR SCREEN BASED APPLICATIONS AND MS OFFICE DOCUMENTS USE RGB PNGs

For example:

- Email footers
- Power Point presentations
- Websites
- Web banners
- Word and other MS documents
- Sending to friends via email

SCREEN BASED APPLICATIONS & MS OFFICE

PNG

Logo on transparent background

PNGs cannot be scaled up in size so we provide: a large (1500px) version.

FOR SCREEN BASED APPLICATIONS AND MS OFFICE DOCUMENTS USE RGB JPGs

For example:

- Email footers
- Power Point presentations
- Websites
- Web banners
- Word and other MS documents
- Sending to friends via email

SCREEN BASED APPLICATIONS & MS OFFICE

JPG

Logo on white background

JPGs cannot be scaled up in size so we provide: a large (1500px) version.

FOR SMALL PRINT JOBS USE PDFs

For example:

- Labels
- Gifts such as branded pens, badges and memory sticks

SMALL PRINT JOBS

PDF

These files are infinitely scalable so will be suitable for most print applications

FOR SUBCONTRACTORS USE EPS FILES

For example:

- Brochures
- Exhibition panels
- Leaflets and flyers
- Liveries
- Packaging
- Posters
- Printed advertisements
- Printed stationery
- Signs
- Uniforms

SUBCONTRACTORS

EPS

These files are infinitely scalable so can be used as large or small as you need. You are unlikely to be able to open them unless you have a design program.

These files are provided in the following colour formats:

- Full colour (CMYK) - most commonly used
- One colour (MONO) - for black and white reproduction: adverts, rubber stamps etc.

FOR DESIGN PROFESSIONALS USE ADOBE ILLUSTRATOR FILES

These are the original design files and can be passed to other design professionals and subcontractors if requested.

DESIGNERS

AI

You will only be able to open Adobe Illustrator (AI) files if you use Adobe Illustrator.

READ ME

Logo Specifications

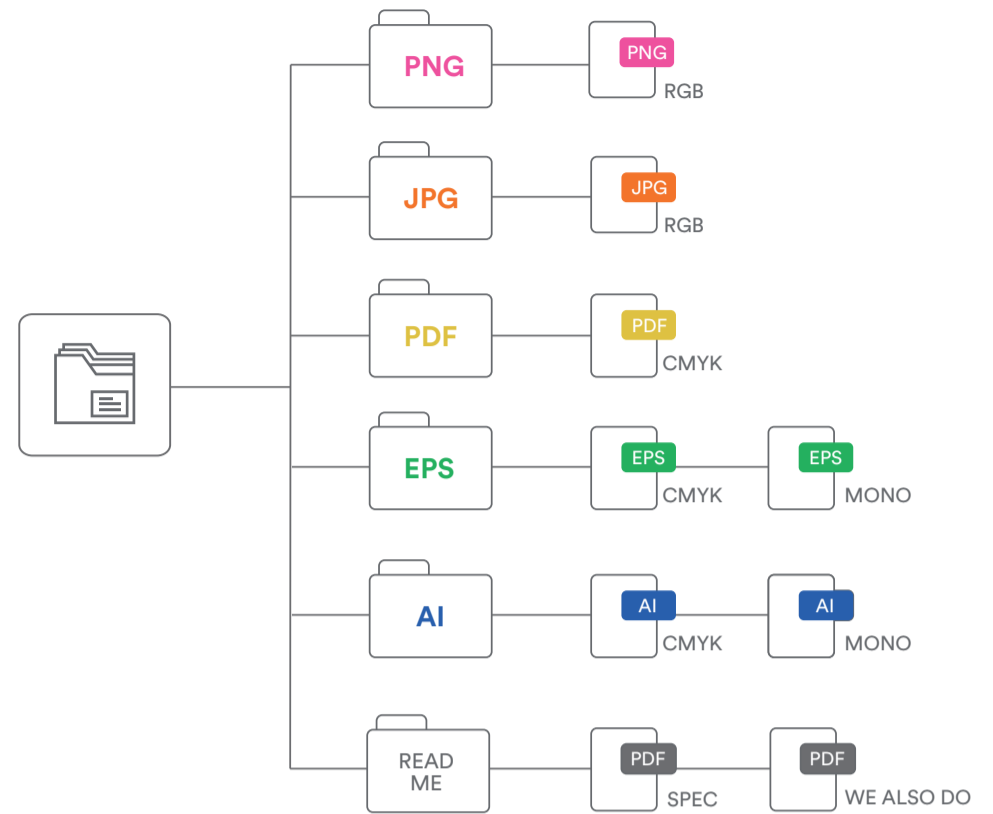
A sheet containing the specifications for your logo:

- Job Number
- Account Manager
- Designer
- Date
- Names and weights of fonts
- Colour references for screen based application
- Colour reference for non-screen based application.

We also offer

A list of other services we offer which you may be interested in.

WHAT'S SUPPLIED



	PNG	JPG	PDF	EPS		AI	
	RGB	RGB	CMYK	CMYK	MONO	CMYK	MONO
Emailers	●	●					
Email footers	●	●					
Power point	●	●					
Websites	●	●					
Web banners	●	●					
Word	●	●					
Excel	●	●					
Emailing	●	●					
Labels			●	●		●	
Branded gifts			●	●		●	
Small print jobs			●	●		●	
Brochures			●	●		●	
Exhibitions panels			●	●		●	
Leaflets			●	●		●	
Liveries			●	●	●	●	●
Packaging			●	●	●	●	●
Posters			●	●	●	●	●
Printed adverts			●	●		●	
Printed stationery			●	●	●	●	●
Signs			●	●	●	●	●
Changing your logo						●	●

Please keep your files safe. We keep your work backed up but should we have to un-archive it and re-send we make a standard charge of £35.00 plus VAT. Copy these files to the hard drive of your computer and only send out copies to suppliers.

Your disc contains all the artwork you will need to keep your logo looking its best in any application. Different applications will require different file types. If in doubt ask your supplier.



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