



LOGO GUIDE & STYLE SHEET

FONT

Your logo uses Myriad Pro Regular and Bold typefaces. Because fonts require licenses in order to use them, the fonts will be flattened in all of your logo files (which means the letters are transformed into graphics and can no longer be edited as type). We list the typefaces here for your knowledge so that, if you choose, a designer working on a project for you can buy and use this font to match the look of your logo.

FILE FORMATS

Your zipped file contains logos in different formats: AI, EPS, JPEG and GIF.

-Adobe Illustrator (AI)-

Adobe Illustrator is the original program in which your logo was designed. It is a vector file, which means it can be resized without any loss of quality.

-EPS-

As is the case with the original Illustrator file, EPS files are considered fully editable master files of your logo. Designers with the necessary software (Adobe Illustrator) can use the EPS files to make edits to your logo, or separate elements of your logo for related graphic design purposes. EPS files are also vector files, and can be resized without loss of quality. Use EPS files when sending the logo to a professional designer or printer. Without the proper software programs, you will not be able to open EPS files on your computer.

EPS files are available in the following color formats: CMYK, PMS 2-color, grayscale, black, 2-color reverse and CMYK reverse.

-JPEG-

Unlike EPS files, JPEG files are raster files, which means they cannot be enlarged or significantly reduced without loss of quality. JPEGs can be inserted into Microsoft Office applications, such as Word or PowerPoint. When creating something that will be printed on a low-grade/home printer, a JPEG can be used. JPEGs are also often used online, for websites or email newsletters.

Since it's not a good idea to resize a JPEG, three sizes are provided, which should meet most of your needs. If other sizes are needed in the future, a professional designer can use the AI or EPS file to create any size needed.

JPEG files are available in the following color formats: RGB and grayscale.

-GIF-

GIF files are for onscreen viewing, such as websites and PowerPoint presentations. Unlike JPEGs, they are able to have transparent backgrounds. GIFs do not resize well. If you need a GIF file in another size, a professional designer should use the AI or EPS file to create the size needed.

GIF file is available in the following color format: RGB.

COLOR FORMATS

-PMS (2C)-

PMS stands for Pantone Management System (www.pantone.com), and is a system used by designers and printers to guarantee color control. The dark blue used in your logo is called PMS 280 and the light blue is PMS 300 (in the reverse version, the only blue is PMS 297). To keep printing costs down, designers sometimes create collateral using only one or two colors; use these files in those instances.

-CMYK (4C)-

This version appears the same as the 2-color PMS version, but it is different. CMYK stands for cyan, magenta, yellow and black, which are the colors used at different percentages to build any possible color. The CMYK values for your logo are: dark blue: 100, 78, 5, 18; light blue: 100, 42, 0, 0; blue used in reverse version: 51, 0, 1, 0. Because C, M, Y and K are separate colors, the CMYK version is considered a 4-color logo.

-Grayscale-

The grayscale version uses only shades of black, or the "K" in CMYK, making it a 1-color version. If you are printing in black and white, use this version.

-Black (K)-

The black version of your logo is also just 1-color, but it uses only the 100% value of black. This version would be necessary if you were imprinting your logo on an item such as a trophy, because imprinting does not allow for different shades of color.

-Reverse (R)-

The reverse version of your logo uses white and a lighter shade of blue. It would be used on a dark background.

-RGB-

The RGB version may *look* the same as the 4-color or 2-color version, but is available only in JPEG and GIF format, and should be reserved for on-screen applications, such as websites or PowerPoint, or for low-grade/home printers. RGB stands for Red, Green and Blue. The RGB values for your logo are: dark blue: 0, 39, 118; light blue: 0, 101, 189; blue used in reverse version: 114, 199, 231