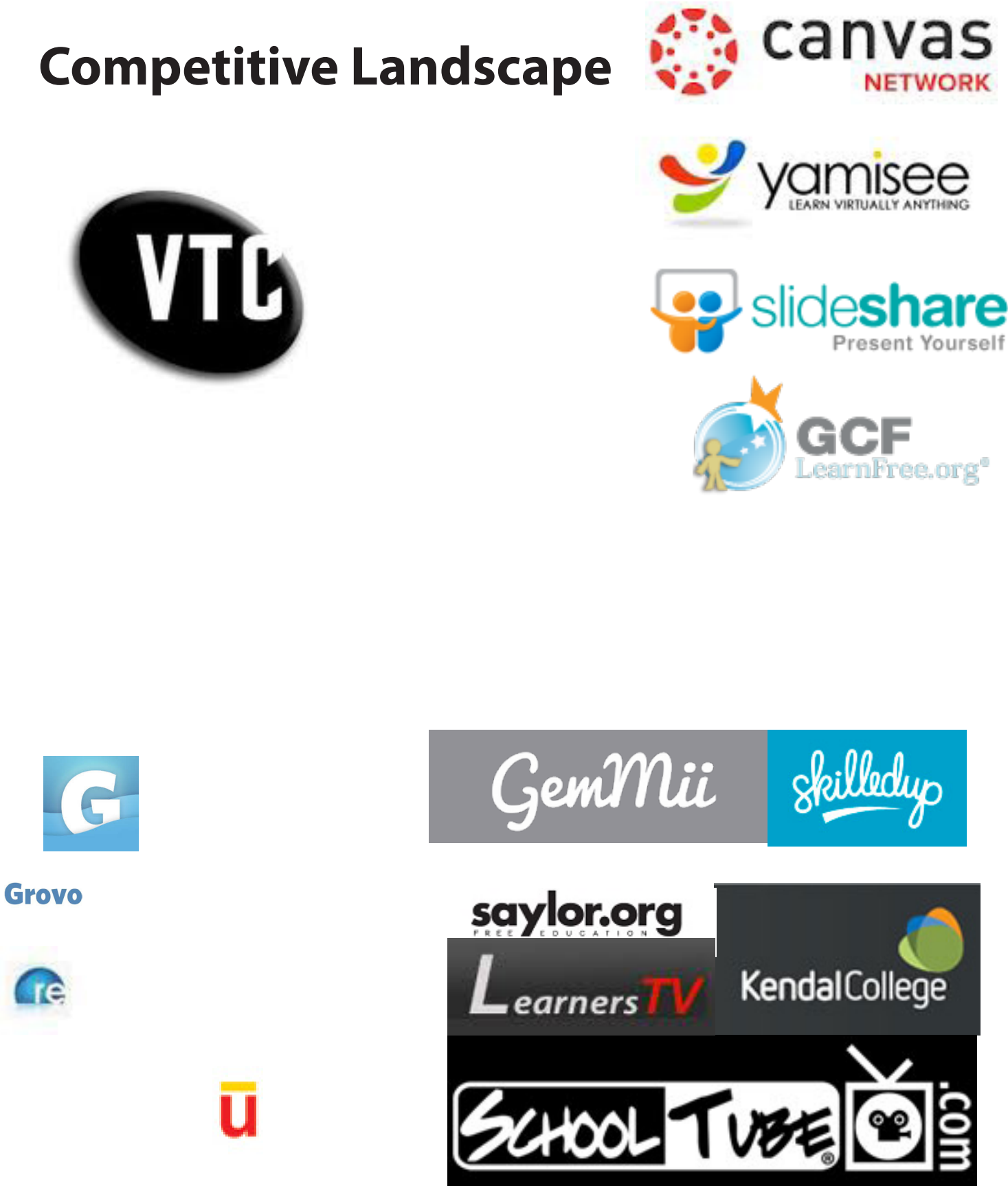


Image Guide for Bizuni

Competitive Landscape






Pluto






Color Standards




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positive



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reverse




Learn Business Your Way

neutral


RGB 84/84/84

CMYK 60/51/51/20



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color



Learn Business Your Way

color


RGB 0/174/239

#00AEEF

CMYK 69/14/0/0

Hexachrome Cyan

2945




RGB 143/176/201

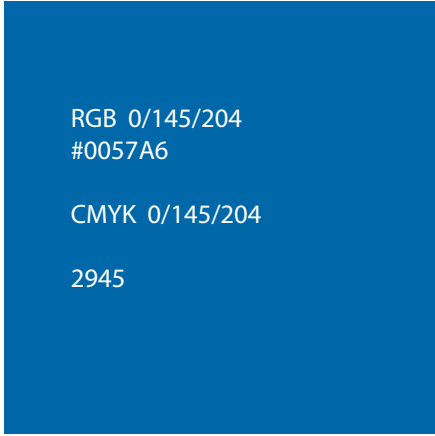
#8FB0C9

CMYK 44/21/12/0

550C



Learn Business Your Way



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File guide

horizontal

- transparent e.ps Vector based art for print
- .pdf and .ai Vector based art for print

horizontal w/tagline

- transparent .png large image for overlay
- (on white) .jpg large image



black

white

color

vertical

- transparent e.ps Vector based art for print
- .pdf and .ai Vector based art for print

vertical w/tagline

- transparent .png large image for overlay
- (on white) .jpg large image



JPEG - JPEG is best for photos when you need to keep the file size small and don't mind giving up some quality for a significant reduction in size. JPEG is not suitable for images with text, large blocks of color, or simple shapes, because crisp lines will blur and colors can shift.

PNG - Use PNG when you need smaller file sizes with no loss in quality. PNG files are usually smaller than TIFFs, in my experience. PNG also supports alpha transparency (soft edges) and was developed to be a Web graphics replacement for GIF.

EPS- A vector file requiring PostScript language to draw its image. You must have a specific software application to create an EPS file, such as Adobe Photoshop, Adobe Illustrator and QuarkXpress. EPS file is often used when exchanging vector graphics (e.g. logos)

PDF -Portable Document Format (PDF) is an open file format which makes the PDF format suitable for sharing. These files can be viewed in a professional software program or a free acrobat reader.