

Using the Correct Logo File

Below is a description of folder categories as per the labelled file names for your logo files. These categories describe which logo files are suitable for online or print use.

General Printing

A high resolution file.

For personal printing use in standard programs such as: Microsoft Word, Xcel, and Publisher. Also for commercial printing use on standard print sizes such as: business card, DL, A4, or A3. File properties: CMYK, 300dpi JPEG.

Professional Printing

A high resolution vector file.

For use in design specific programs such as: Adobe InDesign, PageMaker, Coral Draw, and Freehand. Great for supplying to designers for large format printing. *Please note: You will not be able to view these files if you do not have the required software.*

File properties: CMYK or spot colour, vector EPS.

Screen Display

A low resolution file.

For internet and website use, software applications, and in screen display programs such as: Microsoft PowerPoint, and Email Signatures in Outlook.

File properties: RGB, 72dpi JPEG

Embroidery (if applicable)

A high resolution vector file.

For use on apparel. Usually avoids gradients or transparent colours.

File properties: CMYK or spot colour, 300dpi JPEG.

Transparent Logo (if applicable)

Transparent JPEG (for general printing) or PNG file (for screen display).

To make JPEG transparent in Microsoft Word (2007): Select Image > Picture Tools Format > Recolour > Set Transparent Colour > On the selected image click the white background only to make transparent.

To make JPEG transparent in Microsoft Publisher (2007): Select Image > On picture tool bar select "Set Transparent Colour" > On the selected image click the white background only to make transparent.

IMPORTANT NOTE – BRAND GUIDELINES:

If you have been supplied Brand Guidelines as part of your package, it is important to supply the *External* Brand Guidelines to all users of your logo. For example provide the guidelines when sending your logo to any third party, such as any supplier or printer. This will help preserve the integrity of your logo and company presentation.