



<http://designers.designcrowd.com/designer/125540/onw>

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PROJECT: NextParadigm **SERVICE TYPE:** Logo Design

FILE FORMAT:

ai	eps	pdf	psd	png	jpg	ico
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Note: favicon.ico (This file is stored in the web root directory), displayed in the browser address bar.

COLORS USED:

1	blue	CMYK: 100.45.0.15	RGB: 0.100.171	#0064ab
2	gray	CMYK: 0.0.0.80	RGB: 89.86.86	#595656

FONTS USED:

1	NEXT	Proxima Nova Bold
2	PARADIGM	Proxima Nova Regular
3	embracing possibility	Proxima Nova Regular

Note: Free fonts, google search for download fonts.

NOTE:

LOGO - FULL COLOR

The vector (Adobe Illustrator) file is CMYK colors and its meant for full color printing, magazine ads, and for use on any materials that you intend to print from your own desktop color printer, i.e. invoices, receipts, letters, etc.

The Photoshop file is RGB colors and its meant for web purposes, i.e. on your website or in your email.

LOGO - GRAYSCALE

You should use it when your logo is included in the newspaper or in the Yellow Pages, or on any black and white laser-printed materials.

LOGO - BLACK AND WHITE

This version should be used on faxes or any materials you reproduce using a copier. Its also the version that you should send out when you want your logo engraved.