

PREPARING LOGOS FOR

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**PRINT PRODUCTION**

# COLORS & APPLICATION

## PRIMARY COLOR-CYAN



<b>C</b>	<b>100%</b>	<b>R</b>	<b>0</b>
<b>M</b>	<b>0%</b>	<b>G</b>	<b>174</b>
<b>Y</b>	<b>0%</b>	<b>B</b>	<b>239</b>
<b>K</b>	<b>0%</b>	<b>#</b>	<b>00aeef</b>

## SECONDARY COLOR-BLACK



<b>C</b>	<b>0%</b>	<b>R</b>	<b>0</b>
<b>M</b>	<b>0%</b>	<b>G</b>	<b>0</b>
<b>Y</b>	<b>0%</b>	<b>B</b>	<b>0</b>
<b>K</b>	<b>100%</b>	<b>#</b>	<b>000000</b>

## ACCENT COLOR-50% BLACK



<b>C</b>	<b>0%</b>	<b>R</b>	<b>147</b>
<b>M</b>	<b>0%</b>	<b>G</b>	<b>149</b>
<b>Y</b>	<b>0%</b>	<b>B</b>	<b>152</b>
<b>K</b>	<b>50%</b>	<b>#</b>	<b>939598</b>

## 2 COLOR



**BOLD GUYS  
FRAMES**

Bold Guys, Bold Frames

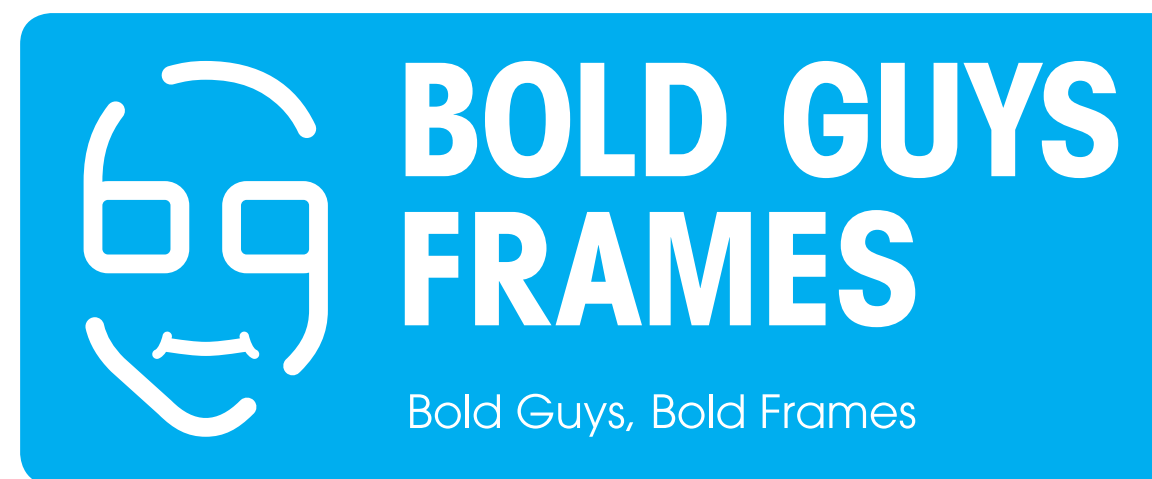
## GRAYSCALE



**BOLD GUYS  
FRAMES**

Bold Guys, Bold Frames

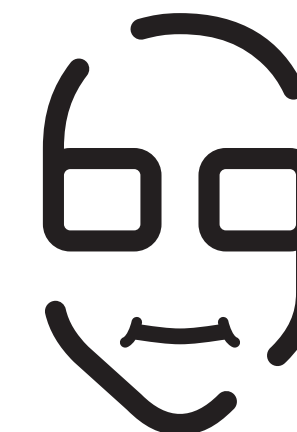
## REVERSED (WHITE)



**BOLD GUYS  
FRAMES**

Bold Guys, Bold Frames

## BLACK

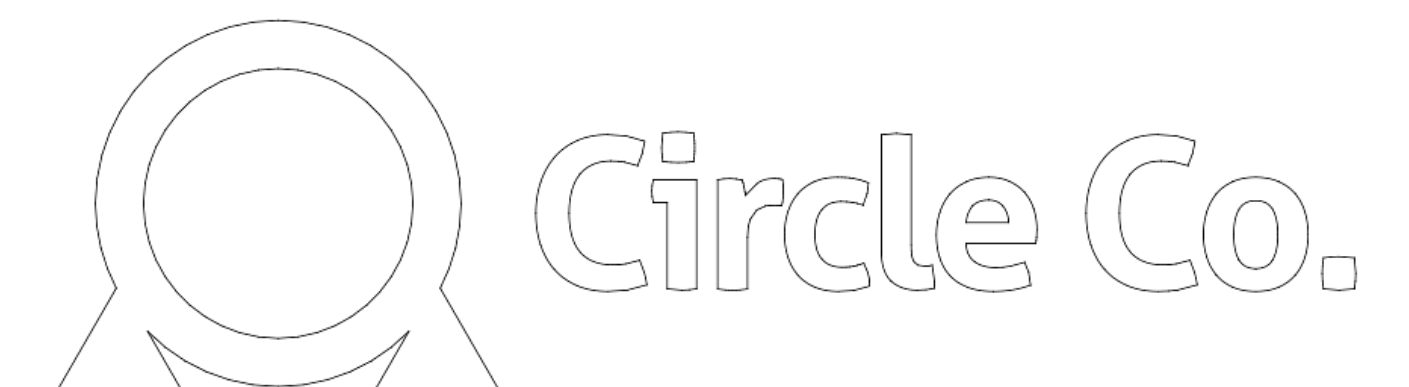


**BOLD GUYS  
FRAMES**

Bold Guys, Bold Frames

### KEY CONCEPTS

- ▶ Final logos should be in their simplest, easiest to print form.
- ▶ This means:
  - ▶ Outlined text
  - ▶ Pathfinder tool used to combine like shapes
  - ▶ Vector format
  - ▶ Stray points eliminated
  - ▶ All lines/shapes are complete



### PHASE ONE: TESTING

- ▶ One you have a completed a logo, and your client has approved it, you will need to make some slight adjustments for print purposes.
- ▶ Some areas to test:
  - ▶ Scale, large and small
  - ▶ Color reversals
  - ▶ How does it look in print?



# PRINT SUITABILITY

- ▶ Print your logo in small and large sizes to get a feel for how it lays on paper
- ▶ Start with the Black and White and Reverse versions
- ▶ Color-wise, always proof from the final printer and adjust color from there

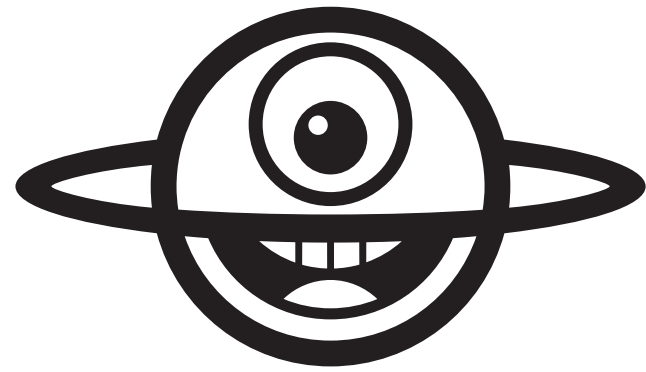


### COLOR REVERSAL

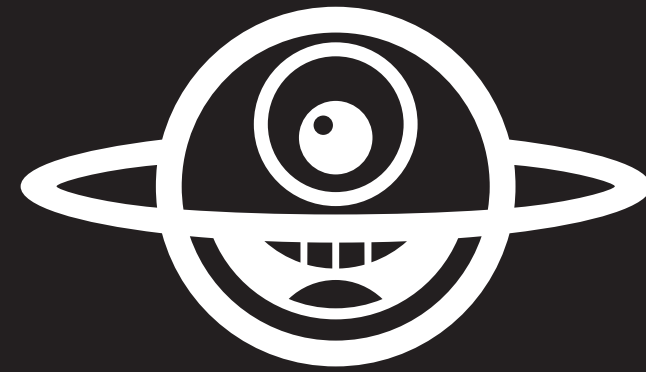
- ▶ Most logos are designed to be seen on a white (paper) background
- ▶ Some times they will need to be reversed (on a black or color background)
- ▶ This usually means a white version of the logo is created



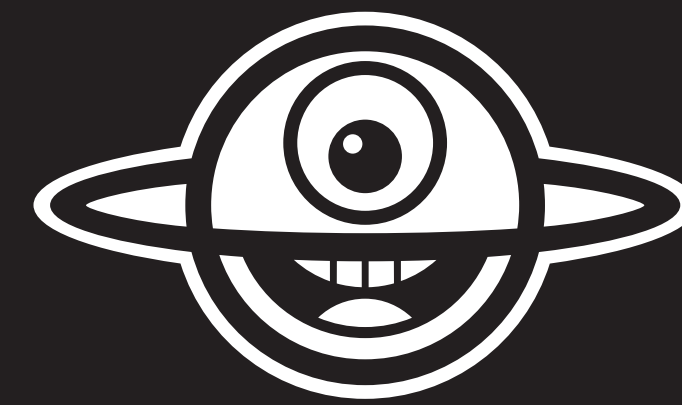
B&W



Straight Reverse = NO!



Reverse w/ Halo = YES!



B&W



Straight Reverse = YES!



Reverse w/ Halo = YES!



B&W



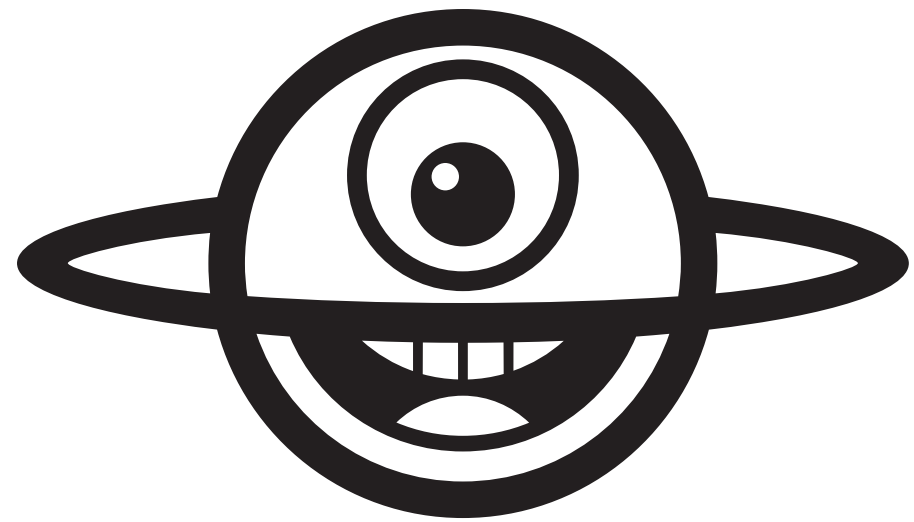
Straight Reverse = NO!



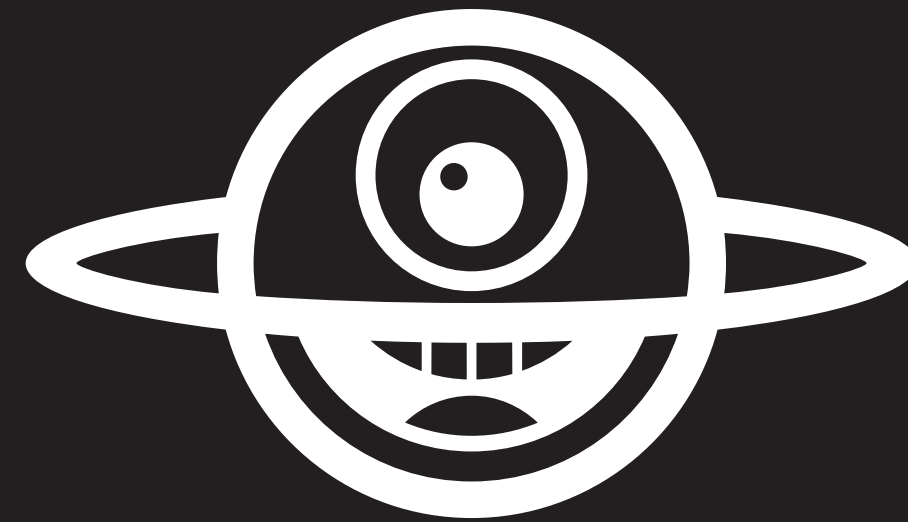
Reverse w/ Halo = YES!



B&W



Straight Reverse = NO!



Reverse w/ Halo = YES!





B&W



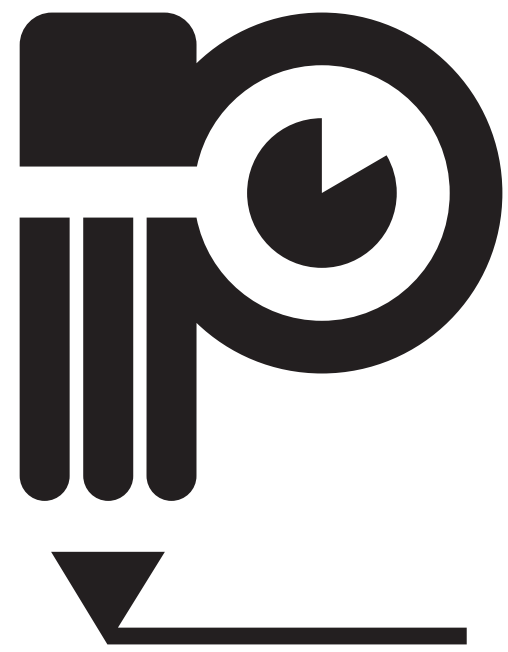
Straight Reverse = YES!



Reverse w/ Halo = YES!



B&W



Straight Reverse = NO!



Reverse w/ Halo = YES!



## WHAT FILE TYPES TO USE



**PNG-24** – Send a high quality version they can place in Word or Docs, if you must. PNG-24 can include transparency.



**PDF** – A cross platform standard, one that will be easy for your clients to view on screen. Vector artwork in PDF's can be modified, so you may want to password protect it.



**EPS** – A common vector file format that works across applications and platforms (not always easy for your clients to access)