

PREPARING LOGOS FOR

DISTRIBUTION

COLORS & APPLICATION

PRIMARY COLOR-CYAN



C	100%	R	0
M	0%	G	174
Y	0%	B	239
K	0%	#	00aeef

SECONDARY COLOR-BLACK



C	0%	R	0
M	0%	G	0
Y	0%	B	0
K	100%	#	000000

ACCENT COLOR-50% BLACK



C	0%	R	147
M	0%	G	149
Y	0%	B	152
K	50%	#	939598

2 COLOR



**BOLD GUYS
FRAMES**

Bold Guys, Bold Frames

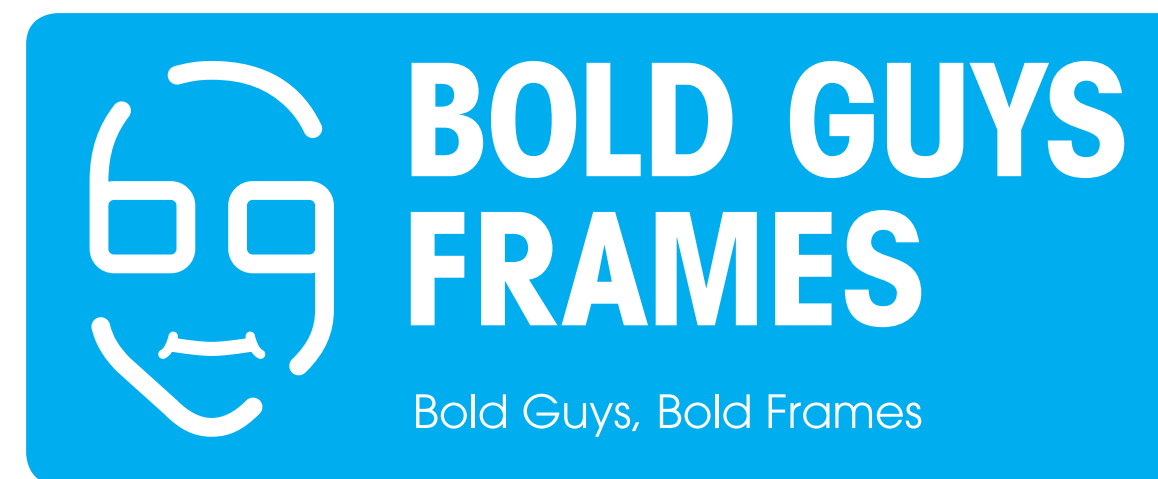
GRAYSCALE



**BOLD GUYS
FRAMES**

Bold Guys, Bold Frames

REVERSED (WHITE)



**BOLD GUYS
FRAMES**

Bold Guys, Bold Frames

BLACK

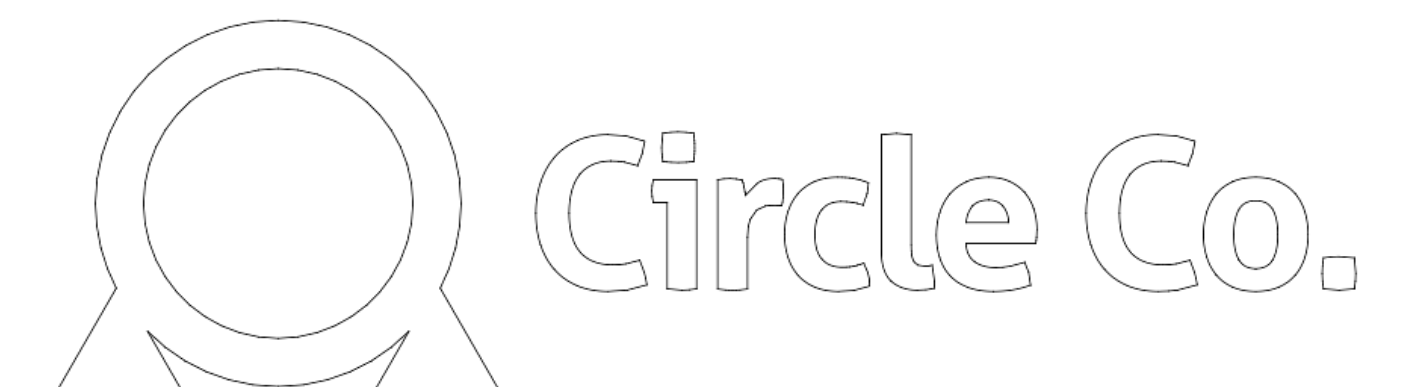


**BOLD GUYS
FRAMES**

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

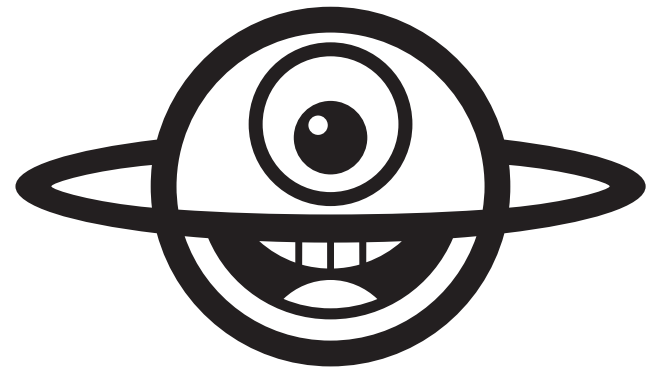


COLOR REVERSAL

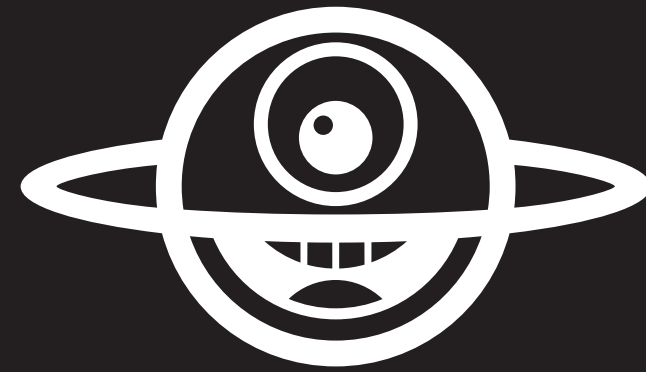
- ▶ Most logos are designed to be seen on a white (paper) background
- ▶ Some times they will need to be reversed (on a black or color background)
- ▶ This usually means a white version of the logo is created



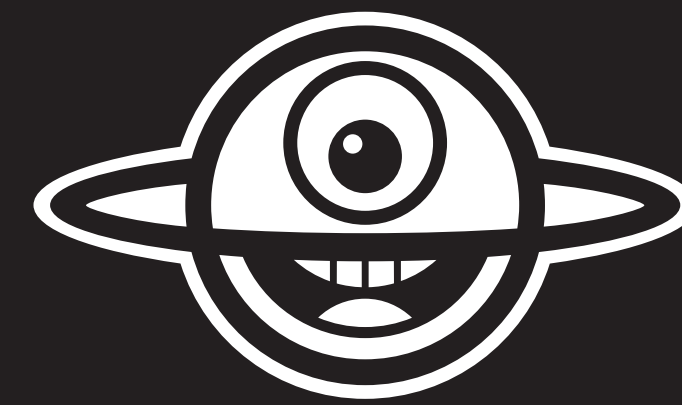
B&W



Straight Reverse = NO!



Reverse w/ Halo = YES!



B&W



Straight Reverse = YES!



Reverse w/ Halo = YES!



B&W



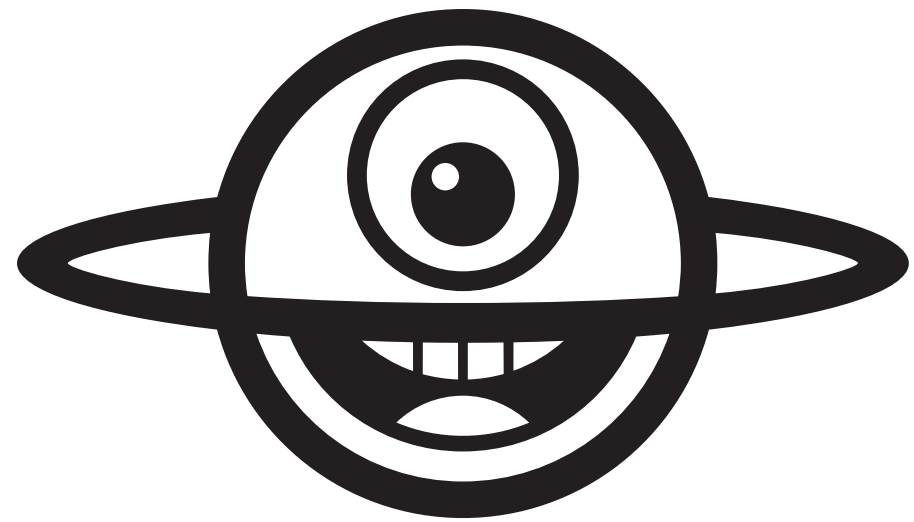
Straight Reverse = NO!



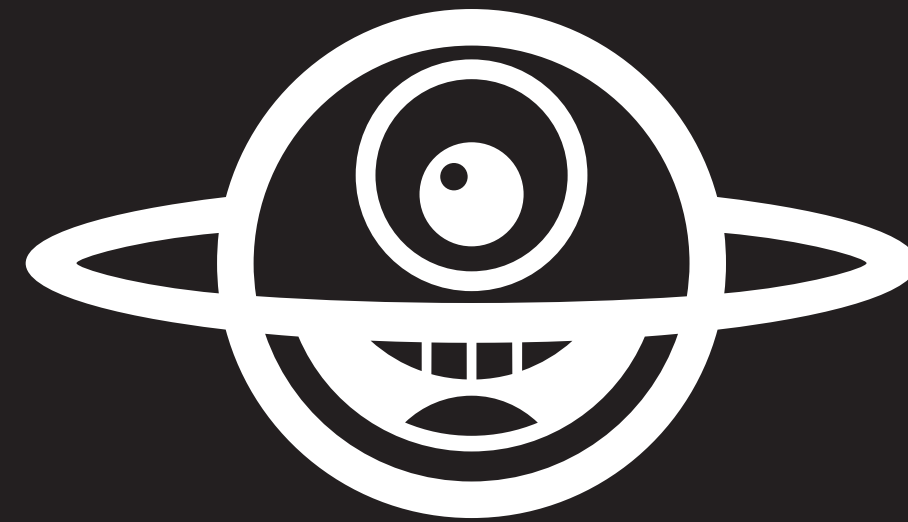
Reverse w/ Halo = YES!



B&W



Straight Reverse = NO!



Reverse w/ Halo = YES!



B&W



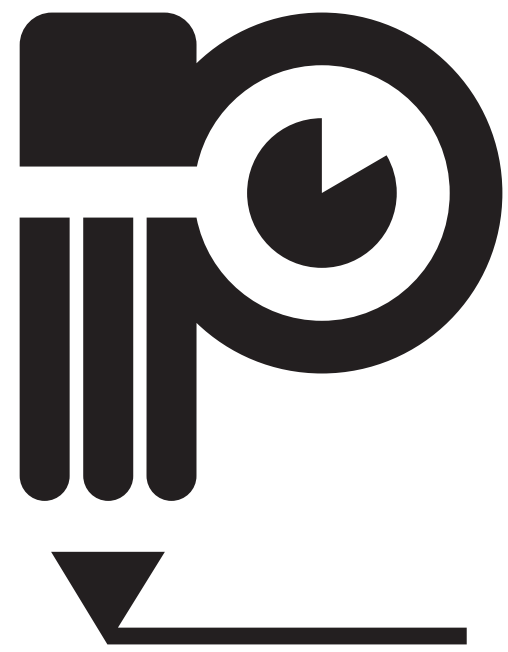
Straight Reverse = YES!



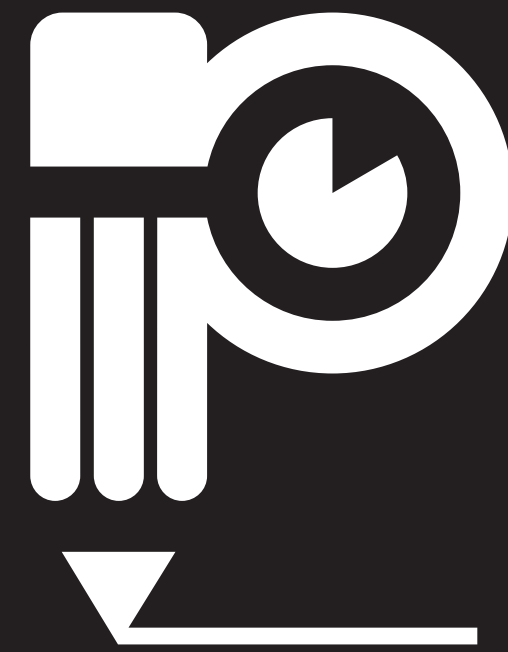
Reverse w/ Halo = YES!



B&W



Straight Reverse = NO!



Reverse w/ Halo = YES!



WHAT FILE TYPES TO USE



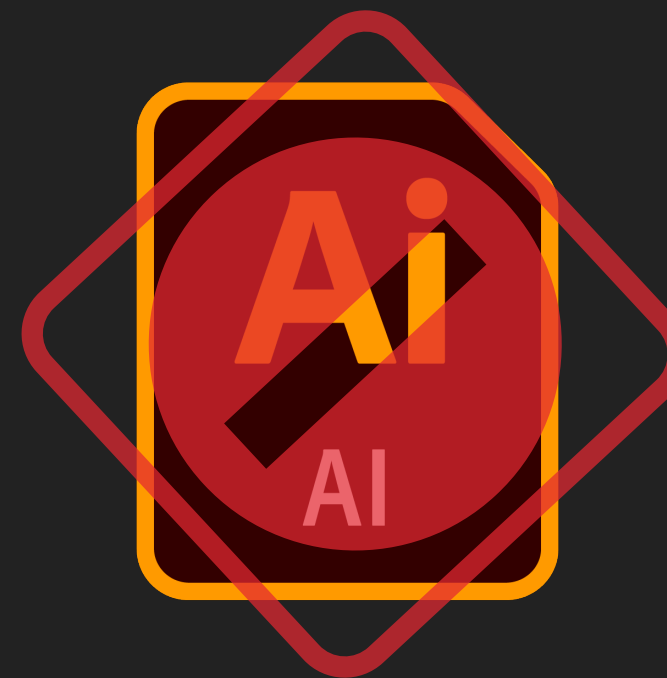
PDF – A cross platform standard, one that will be easy for your clients to view on screen. Vector artwork in PDF's can be modified, so you may want to password protect it.



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



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



AI – Never send your native Illustrator documents to a client. Those and the idea explorations within belong to you.