

Logo



Primary Logo

Full colour logo to be used in most situations.

Be sure to keep the space around the logo free of any elements like text or images that would interfere with the integrity and legibility of the logo.



Secondary Logo

Logos that appear on a colour or dark photo background must appear in white, unless approved by Graphics Specialist.



Greyscale Logo

To be used only on documents printing in black and white unless approved by the Graphics Specialist.

Partnership Logo and Sizing

Event Logo

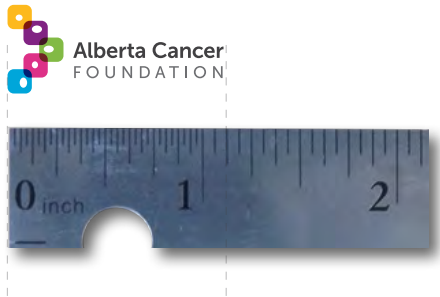
Combining event logos may only be made by or approved by Graphics Specialist.



Recommended Sizing

Spacing around logo must be at minimum equal to the height of cells in the logo.

Logo must be a minimum 1.125" wide at all times.



Logo Guidelines

It is important to keep the integrity of the Foundation's logo. Please avoid the following:

If you are unsure which logo to use, please speak to the Graphic Specialist.



Stretching the logo



Altering the colours



Condensing the logo



Outlining the logo



Flipping the logo



Placing a colour logo on a photo



Adding a drop shadow



Changing the position of the logo



Changing fonts



Using incorrect files.
ie. digital vs print.

File and Colour Types

Understanding File Types

There are different logo file types that are used for different applications. When someone requests our logo, please do not automatically send them the jpeg version. First ask them how they intend to use the logo, and then send them the proper version for that type of application.



Vector Logos

.AI .EPS

Use whenever possible.

Vector files allow the logo to be resized without losing any image quality.



Raster Logos

.JPEG .PNG

Raster logos are made to appear at the size they were created for. They should not be enlarged or they will become pixelated.

What not to do:

If you try and enlarge the image, it will lose quality and appear pixelated.

If you are unsure about what file or colour type to use, ask the Graphic Specialist



How to select the right file.

AI or EPS files are used mainly for designers and for creating printed products.

.JPEG is the most common file type to use for print and web. It has a white background.

.PNG is the second most common file type to use for print and web. It has a transparent background.

* Please consider the colour type, CMYK or RGB when selecting a file for print and web.

Understanding Colour Usage

The file colour type is important.

CMYK

For all print materials, **excluding** MS office documents (which use RGB).

RGB

For all online and digital materials **including** MS office documents, email, and websites.



How to select the right colour file.

The colour choice is listed in the logo files name. "CMYK" is used for print materials and "RGB" is used for online and digital materials.

When the wrong format is used, colours may not print or appear as expected. For example:



Colours will appear "muddy" and dark when an RGB logo is used on a print platform



Colours will appear "neon" when a CMYK logo is used on an online or digital platform.