

How to use your Logo CD

www.splashmediagroup.ca



How to use your Logo CD.

Thank you for allowing Splash Media Group to be a part of your new venture. Your logo has been set in many different formats to suit various needs you will encounter in the future. This is just a brief explanation on what each format is so you can find the appropriate logo.

FILE FORMATS:

Your new logo will be set in BLACK (one colour applications), CMYK (full-colour for press-print applications), RGB (full-colour for video and web applications), and VECTOR (a scalable version for either extremely small or extremely large applications).

Your new logo is saved in: Photoshop (.psd), JPEG (.jpg), TIFF (.tif), and Adobe Illustrator (.ai and .eps or .pdf).

Note: Many companies will probably ask for VECTOR (.eps or .ai). This is because it is the most perfect copy of your logo. You will probably not be able to open these files but should be able to send them as an email attachment easily.

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RESOLUTIONS:

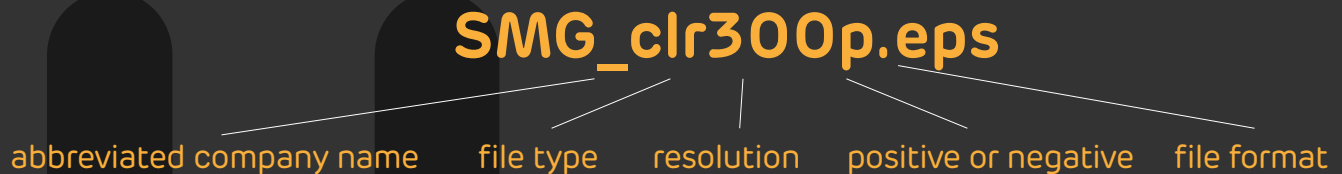
Your new logo will be set in HIGH (300dpi), MEDIUM (150 dpi), and LOW (72dpi) resolutions for output. The resolution of the image will be indicated in the file name.

POSITIVE AND NEGATIVE:

Your new logo will also be set in 'POSITIVE' (using your image on white), as well as 'NEGATIVE' (using your image on black or dark backgrounds). This will also be indicated on the file name with either a 'p' or 'n'.

FILE NAMES:

The file names should show up on your computer as follows.



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PLEASE NOTE:

If you are utilizing Microsoft programs such as Word, or Excel, the file type that Microsoft accepts is RGB.

THANK YOU:

If you happen to lose your logo cd's we can always create new ones for you. At Splash we keep everything archived and can retrieve all your files fairly easily.

Again thank you for allowing Splash Media Group to be a part of this exciting time. If you should have any questions or run into a situation where you need assistance, please do not hesitate to contact us.