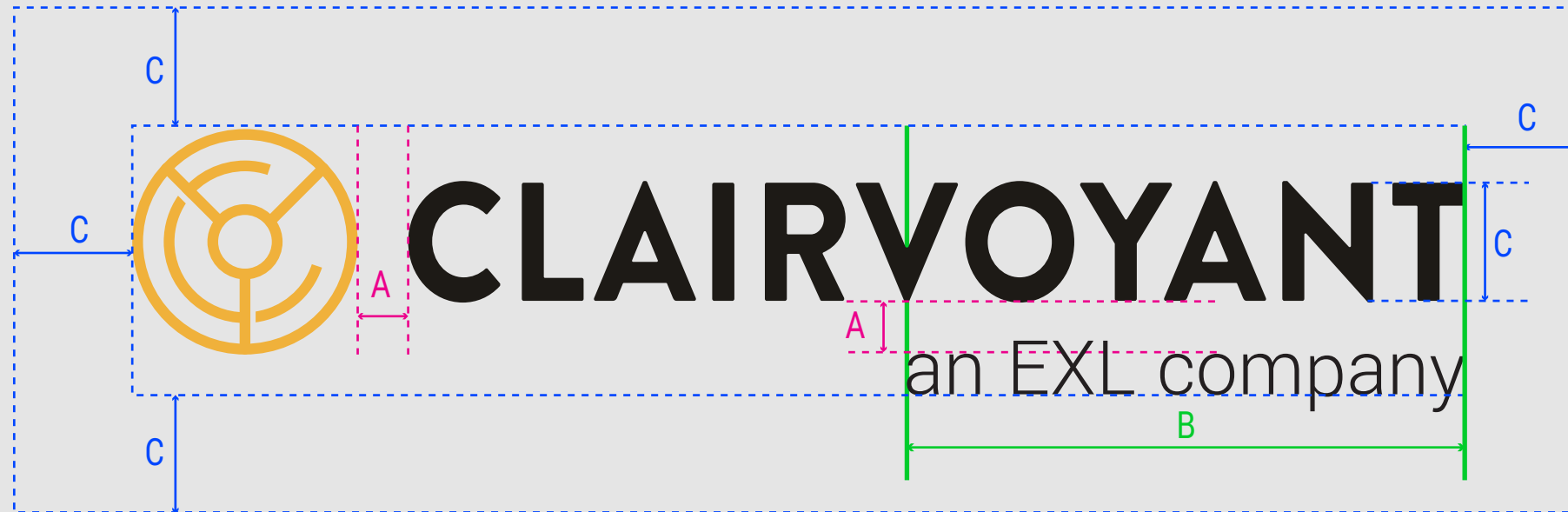# Logo lockup spacing/proportions

Logo file formats

RGB

Red, Green, Blue files are to be used for digital applications, such as web, email, presentations, or anything that is device-reliant.

RGB files use primary colors of light displayed through a digitall device or display and are typically more vibrant.

RGB - 251, 78, 11

RGB - 0, 78, 255

CMYK

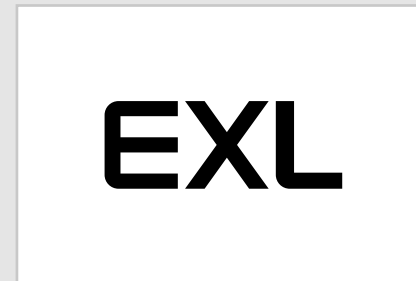**Cyan, Magenta, Yellow, Black** files are for print applications such as booklets, magazines, and documents.

CMYK files use the primary colors of pigment. They are reflective in nature, and muted in color.

CMYK - 0, 80, 98, 0

CMYK - 97, 51, 0, 0

EXL

TRANSPARENCY

EXL

TRANSPARENCY

EXL

.jpg

High compression raster files that do not have transparency and have a white background by default.

.png

Little or no compression raster files that have transparency. These RGB files are best used for web/digital applications, and MS Office apps.

.eps

Vector files used for highest quality reproduction in offset and digital printing. Most product and print vendors require this file format.