

SIGNATURES

	CDN	CDN_com (Vweb)	CDN_Htag	CDN_Vtag
CDN best used large on rich black background				
CDN-1 best used large on white background				
CDN-2 most versatile				

ORIENTATION

H - horizontal

V - vertical

COLOR SPACE

CMYK - 4-color printing

PMS - spot color printing

RGB - screens

K - black

FILE FORMATS

AI - Adobe Illustrator Document

AI is, by far, the image format most preferred by designers and the most reliable type of file format for using images in all types of projects from web to print, etc. Adobe Illustrator is the industry standard for creating artwork from scratch and therefore more than likely the program in which your logo was originally rendered. Illustrator produces vector artwork, the easiest type of file to manipulate.

JPG (or JPEG) - Joint Photographic Experts Group

JPGs might be the most common file type you run across on the web. JPGs are known for their "lossy" compression, meaning that the quality of the image decreases as the file size decreases.

You can use JPGs for projects on the web, in Microsoft Office documents, or for projects that require printing at a high resolution. Paying attention to the resolution and file size with JPGs is essential in order to produce a nice-looking project.

EPS - Encapsulated Postscript

EPS is a file in vector format that has been designed to produce high-resolution graphics for print. Almost any kind of design software can create an EPS. The EPS extension is more of a universal file type (much like the PDF) that can be used to open vector-based artwork in any design editor, not just the more common Adobe products. This safeguards file transfers to designers that are not yet utilizing Adobe products, but may be using Corel Draw or Quark.

PDF - Portable Document Format

PDFs were invented by Adobe with the goal of capturing and reviewing rich information from any application, on any computer, with anyone, anywhere. If a designer saves your vector logo in PDF format, you can view it without any design editing software (as long as you have downloaded the free Acrobat Reader software), and they have the ability to use this file to make further manipulations. This is by far the best universal tool for sharing graphics.

PNG - Portable Network Graphics

PNGs are amazing for interactive documents such as web pages but are not suitable for print. The reason PNGs are used in most web projects is that you can save your image with more colors on a transparent background. This makes for a much sharper, web-quality image.