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CLIENT: Logo & Image Usage Guidelines

Message to Graphic Matter clients who receive their files on disk.

Client,

For your convenience we have created this set of guidelines to help you to assess which logo file or image file to use for each application. Typically, you will have no need or opportunity to ***open*** these files. It is more likely that you will only use these files as items you ***place*** or ***insert*** into other computer programs. These logo files are created in professional graphics programs, like Adobe Illustrator and/or Adobe Photoshop and unless you have these software programs installed you cannot open or edit them. When we create a logo disk for clients, we create 3 folders; one for the Microsoft Office applications, one for web site design applications and one for graphic/print applications. Most clients will only use the files in the Microsoft Office files.

> *Instructions for Microsoft Word 2002: In Microsoft Word, go to Insert > Picture > From File > then find and select the correct logo files. Information below will help you choose which file will work the best for each need.*

When you are supplying a logo file to a vendor/supplier, you should ask for their requirements for all three criteria listed below – color mode, resolution and file format.

I hope this explanation helps to clarify or answers your question.

Thank you

Bev Rossi

Graphic Matter Logo Disk - Folder Structure & File Naming

Commercial Printer – Illustrator EPS files are resolution independent

CLIENT_logo_2pms.eps	spot color printing (PMS color, pantone matching system)
CLIENT_logo_cmyk.eps	cmyk, color (4-color process) printing
CLIENT_logo_grayscale.eps	black (grayscale) printing

Web site Designer –

CLIENT_logo_index72.gif	index color, 72 dpi
CLIENT_logo_rgb72.jpg	rgb color, 72 dpi

Microsoft Applications & Desktop Printer (Laser/Inkjet) –

CLIENT_logo_rgb150.jpg	RGB color, 150 dpi
CLIENT_logo_grayscale150.jpg	black (grayscale), 150 dpi
CLIENT_logo_rgb72.jpg	RGB color, 72 pdi
CLIENT_logo_rgb72.wmf	index, 72 dpi

Color Mode Options

INDEX	This refers to web safe colors, it is a very limited color palette of 256 colors and used only for low-resolution files.
RGB	This means Red, Green, Blue. This is typically the color mode required for web site applications, on-screen viewing and most Microsoft applications.
CMYK	This means Cyan, Magenta, Yellow, Black. This is the color choice used by printers especially when photographs are included on the printed piece.
Spot Color	This means you have select one to three spot colors. Typically a printer will use PMS (pantone matching system).

Resolution for Photographic Images (bitmap)

72 dpi	This is considered low-resolution. This is used for all web site applications to improve download and screen refresh optimization.
150 dpi	This is considered medium-resolution. This is used for desktop applications like Microsoft applications, business applications, and non-graphic applications.
300 dpi	This is considered high-resolution for photographs. The photo must be high resolution at the actual size that it is printed (enlarging a photo, reduces the effective resolution).
Note:	Bitmap images that are placed into an application and then resized will impact the effective resolution. When you enlarge an image you reduce the effective resolution proportionately.

File Formats

.wmf	This is the preferred format for most Microsoft applications, but it has limited ability to be edited once created.
.jpg	This is another preferred format for most Microsoft applications. It is also a good format for photographs used in graphics applications (as long as they are high-resolution). It cannot be enlarged without diluting clarity.
.eps	Illustrator eps files are resolution independent, this means they are the right resolution at any size for any application or output device. This is the preference for commercial printers.
.gif	This is the preferred format for most web-based applications. You must use this format to achieve a transparent background. For web graphics you must use low-resolution to optimize the download and screen refresh rate.

From Microsoft Word Help Screen (Word 2002)

Graphics file types Word can use

You can insert many popular graphics file formats into your document either directly or with the use of separate graphics filters. You don't need a separate graphics filter installed to insert the following file formats:

- Enhanced Metafile (.emf)
- Graphics Interchange Format (.gif)
- Joint Photographic Experts Group (.jpg)
- Portable Network Graphics (.png)
- Microsoft Windows Bitmap (.bmp, .rle, .dib)
- Windows Metafile Graphics (.wmf)
- Tagged Image File Format (.TIFF)
- Encapsulated PostScript (.eps)

About picture formats

When you're creating art or designs with Microsoft Office programs, it's helpful to know which types — bitmaps or drawn pictures — you're using. Your formatting and editing options will vary, depending on the type of picture you're working with.

What is a bitmap?

Bitmap pictures (also called paint-type or raster images) are made from a series of small dots, much like a piece of graph paper with specific squares filled in to form an image. Bitmaps are created with and edited in paint programs, such as Microsoft Paint. All scanned graphics and photographs are bitmaps. When they are resized, they lose definition, and the individual dots that make up the picture become visible.

You can change the way colors look in a bitmap picture by adjusting the brightness and contrast, converting color to black and white or grayscale, or creating transparent areas. To change specific colors in a bitmap, you need to use a photo editing program.

Bitmap pictures are often saved with a .bmp, .png, .jpg, or .gif extension.

What is a drawn picture?

Drawn pictures (also called vector drawings) are created from lines, curves, rectangles, and other objects. The individual lines can be edited, moved, and rearranged. When a drawn picture is resized, the computer redraws the lines and shapes so that they retain their original definition and perspective. AutoShapes are drawn pictures.

Because a drawn picture is made of lines and shapes, you can group and ungroup, reorder, and change the color of one or all parts of the picture.

Drawn pictures are saved in the format of the application that created them. For example, Microsoft Windows Metafiles are saved with a .wmf extension.