



How to Use Your Logo Files

By

Logo Design Guru

Thank you for ordering from Logo Design Guru. We have provided invaluable information to help you use your new image from both a technical and a marketing perspective. This information will answer many of your technical questions, and also offer advice on how to present your new logo to the public, your partners, employees and customers.

The Logo Design Guru Team

Technical Information/FAQs for Logo

The first thing we recommend that you do is save LDG Manual and the zip file that contains your final logo formats to your Hard-drive, CD or USB Device so that you do not accidentally delete or lose them. Also, please have a back up/copy of the file so that you can have it on hand incase your hard drive crashes or there is a problem in your computer.

In which file formats does Logo Design Guru (LDG) provide final logo to the Client?

The files that we send are compressed through WinZip. This allows heavy files to be easily distributed via the Internet. If you do not have WinZip please download the software at www.download.com

The final files for the logos are sent in various formats. Some of the formats are for commercial printers, also known as Camera Ready Art (CRA). If you do not have the appropriate software you will not be able to open the file on your computer.

The formats we send the logo files in are:

.AI and/or .FH:	Adobe Illustrator and FreeHand
.EPS:	Encapsulated Postscript
.PDF:	Portable Document File
.PSD:	Photoshop Document
.PNG:	Portable Network Graphics
.JPG:	Joint Photographic Experts Group
.GIF:	Graphic Interchange Format
.TIF:	Tagged Image File Format

I use Mac and cannot open WinZip?

Send in an email to support@logodesignguru.com / logosupport@logodesignguru.com and we will send you the files using Stuff It, a Macintosh compatible compression software.

Which files can I view without needing special software installed?

The following formats require no software other than that already installed.

.PNG:	Portable Network Graphics
.JPG:	Joint Photographic Experts Group
.GIF:	Graphic Interchange Format
.TIF:	Tagged Image File Format

Which file formats require the compatible software installed?

The following formats are used for Print purposes and require specific software to view.

.AI	can be opened using Adobe Illustrator
.FH	can be opened using Adobe FreeHand
.EPS	can be opened using Adobe Photoshop/Illustrator
.PDF	can be opened using Adobe Acrobat Reader/Photoshop/Illustrator
.PSD	can be opened using Adobe Photoshop

Where and how do I use the various formats?

.AI and/or .FH: Adobe Illustrator and Adobe Freehand

These are vector files used by designers and commercial printers in order to generate files of different formats and sizes. These create layered images that can be taken separately and interchanged. While the file is sent flattened, the colors can be changed. Fonts are converted to outlines (made into images) so that a separate font file is not needed when being used by different printers/designers. Native (graphic) files are sent without conversion to images and can be used as an editable file to create more options for the logo.

.EPS: Encapsulated Postscript

.EPS files are mainly used by designers and commercial printers. It is mostly used to transfer an image, generally a vector file into another application. It is scalable and can be used in any vector software.

.PDF: Portable Document Format

.PDF is a universal file format that preserves the fonts, images, graphics, and layout of any source document, regardless of the application and platform used to create it. Adobe .PDF files are compact and complete, and can be shared, viewed, and printed by anyone with free Adobe Reader software.

.PDF files can be used for commercial printing as well as desktop printing.

.PSD: Photoshop Document

.PSD is a file format that contains graphics/photos created by an image editing software, Adobe Photoshop. Photoshop files are most commonly used by commercial publishers and image editors. A .PSD file contains layered format which enables an image to be built with individual graphic elements that can be moved over and over to obtain a desired result. .TIF, .JPG and .GIF can be generated from a .PSD file.

.PNG: Portable Network Graphics

.PNG is a file format for image compression that is expected to replace .GIF, Graphics Interchange Format, widely used on the web. It provides a number of improvements over the .GIF format.

A .PNG file is compressed in lossless fashion. Typically, an image in a .PNG file can be 10 to 30% more compressed than in a .GIF format. These files can be used in MS PowerPoint presentation with colored backgrounds.

.JPG: Joint Photographic Experts Group

.JPG files can vary in compression range. It can be saved on various resolution scale based on the quality desired. For example, an image can be saved in high quality for desktop printing, in medium quality for Web use and in low quality for emailing. Quality of an image is affected when it is highly compressed. .JPG files do not have transparent background. It can be used in MS Word to create personalized letterhead.

.GIF: Graphic Interchange Format

.GIFs are files with low resolution and is most widely used for web applications and emailing purposes. Almost all Web browsers that support graphics can display .GIF files. .GIF files incorporate a compression scheme to keep file sizes at a minimum, and they are limited to 8-bit (256 or fewer colors) color palettes.

.TIF: Tagged Image File Format

.TIF is a file format for mainly storing images, including photographs and line art. It is very commonly used in commercial printing or professional environments.

.TIF is the most universal and most widely supported format across all platforms, Mac, Windows, Unix. It is the standard universal format for high quality images. .TIF is considered to be the most reliable format both for photos and documents though they are pretty large in size.

Why doesn't LDG provide the logo in different sizes?

LDG provide vector files which are easily manipulated in their respective software. A vector logo can be exported into any format, size or resolution without distortion. You can also send in your request to support@logodesignguru.com / logosupport@logodesignguru.com mentioning required sizes in pixels to acquire files.

Why are some of these files different in color than the others?

Computer monitors emit color as RGB (Red.Green.Blue) light while inked paper absorbs or reflects to depict color as CMYK (Cyan.Magenta.Yellow.Black). Consequently, the same art displayed on a computer monitor may not match to that printed in a publication. It is highly recommended that all files should be created in CMYK or PMS (Pantone Matching System), as it is required for commercial printing.

The files LDG will send use the following color formats:

.AI and/or .FH:	PMS/CMYK
.EPS:	PMS/CMYK
.PDF:	PMS/CMYK
.PSD:	RGB
.PNG:	RGB
.JPG:	RGB
.GIF:	RGB
.TIF:	CMYK

What is Camera Ready Art? Does LDG provide that or is there an extra cost?

Camera Ready Art or CRA refers to the artwork ready for the camera. It captures the dots and density of the artwork and translates it into a screen, a laser template or any imprinting method that is being used. Camera ready art files include .EPS, .PDF and .AI/.FH.

All of these files are provided by Logo Design Guru once the Client finalizes the logo. There is no additional cost as these formats are part of every package purchased at LogoDesignGuru.com.

What is a vector-based file?

Vector-based art are scaleable objects that keep their proportions with quality (unlike bitmap images) when sized up or down. These objects can be moved around in full, or grouped together with other objects. In other words, vector image is a combination of geometric shapes, made of outlines that are curved and joined at X Y coordinates or points.

Which files should be used for commercial printing?

The files that are recommended for commercial printing are .EPS, .AI or .FH. This provides 100% of clarity in image and color. We recommend that you send your printer the zip folder containing your logo so they can choose what works best for them.

Can LDG provide files in spot colors?

Yes, LDG provides spot color files for commercial printing in .AI/.EPS/.PDF format.

I printed a GIF version of my logo and it looks jagged?

.GIFs are files with low resolution and is commonly used for web and emailing. The transparent .GIF file that we create is set up with white color background. To acquire transparent .GIF file suitable for a particular colored background, you need to provide us with the Hex* value of the background used for your logo.

*Hex colors are based on the theorem CYMKOG (Cyan, Yellow, Magenta, Black, Orange and Green). They have a certain value assigned to them e.g. the value for Black in Hex color is #000000. These values are widely used in Web based applications.

There is a border around my logo which I don't want. Why is it there?

There is a transparent border around the logo so that the edges do not get cut off while exporting to any of the bitmap formats. It can be easily deleted in vector files. The bitmap files do not have them at all.

My PDF file displays the 'I's and the 'L's bold and large. Why is that?

The 'I's and the 'L's are actually correct in proportion and size. It displays incorrect on screen but prints with 100% accuracy.

Marketing Information for Your Logo

Where should I place my logo?

Place your logo anywhere that is tasteful:

- Website, Flash Logo, Banner Ad, Email Signature, Screensavers, Wallpaper etc.
- Letterhead, Envelopes, Business Cards, Invoices, Mailing Labels etc.
- Gift Card, Postcard, Promotional Card, Label etc.
- Power Point Presentations
- Flyers, Pamphlet, Brochure, eBrochure, Posters, Booklets etc.
- Press Ad, Magazine Ad etc.
- Embroidered Apparel: Uniforms and Company T-Shirts, Hats, Napkins etc.
- Company Promotional Items: Coffee Mugs, Mouse Pads, Pens, etc.
- Signage: Indoor and Outdoor
- Vans and Transportation
- Company Literature, Annual Reports etc.
- Company Tags, Bags, Menus etc.
- All Advertising Pieces

LDG can help you. Call an LDG representative 877-525-LOGO!

Is it ok if I change my logo in any way?

Consistency with your logo is a MUST! However, that does not mean that you cannot make minor adjustments to your logo and still maintain consistency.

- Color: It is ok to change the color of your logo. Many companies change the color of their logo on different products (think of Nike) or have different colors for different departments (think of Disney). However, for smaller companies just starting to build their brand you should probably stick with the same color scheme until you are an established brand. Inverting colors or converting to Black and White should not be a problem.
- Layout/Juxtaposition: You may want to put the graphic of your logo in a different position based on the size of an ad, size of truck, banner you are creating, etc. This is totally appropriate and usually does not affect or water down your brand, as long as you do not place the graphic in a completely odd position in relation to your text.
- Updating/Modernizing: Every 5-10 years you may see the need to update or modernize your logo. Keep in mind costs for design and to reprint stationery, have new signage made, etc. Creating a new logo can often cost a company millions of dollars. However, if it is essential to keep in touch with your audience, then modernizing your logo may be necessary. LDG offers a basic package for these types of revisions.

How do I ensure that my Logo and Brand remains Strong?

Always use your logo and brand in a positive manner. Do not advertise in areas that compromise your brand or may be considered unethical or distasteful.

With regards to signage, make sure that your company logo can be easily seen, is clean and looks professional. Having a big sign with your logo covered in rust is not a good way to brand your company!

Ensure your logo and tagline is legible on all trucks, signs, brochures, etc. Do not over crowd your logo. Make sure that color, contrast and lighting are adequate so that your customers can see your logo and signage. Remember, each decision you make regarding your logo will either build up or break down your brand.

How will I know if I have a trademark issue?

You or another company may claim infringement if there are unmistakable similarities between your company's logo and another company's logo. What constitutes infringement?

- Do the two companies have similar goods or services?
- How similar are the sales channels?
- Are you being confused with the other company, or vice versa?

Our recommendation is to immediately have your logo trademarked by a trademark lawyer. This should prevent any infringement problems it may cause. If, incase the problem still persists, Logo Design Guru will happily make minor adjustments to your logo, however, we cannot guarantee that there will not be any possible infringements.

Thank you for your patronage. We look forward to helping you in the future!
The Logo Design Guru Team



www.LogoDesignGuru.com
877-525-LOGO