



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 marketing perspective. This manual 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 you do is save the 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 files 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 .CDR and/or .FH: | Adobe Illustrator, CorelDRAW, and Macromedia Freehand |
| .EPS: | Encapsulated Postscript |
| .PDF: | Portable Document File |
| .PSD: | Photoshop Document |
| .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 and we will send you the files using Stuff It, which is 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.

| | |
|-------|----------------------------------|
| .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 |
| .CDR | can be opened using CorelDRAW |
| .FH | can be opened using Macromedia FreeHand |
| .EPS | can be opened using Adobe Photoshop/Illustrator |
| .PSD | can be opened using Adobe Acrobat Reader/Photoshop/Illustrator |
| .PSD | can be opened using Photoshop Document |

Where and how do I use the various formats?

.AI and/or .CDR and/or .FH: Adobe Illustrator, CorelDRAW, Macromedia 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 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. The file 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 a 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.

.JPG: Joint Photographic Experts Group

.JPG files can vary in compression range. It can be saved on various resolutions 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 as background to create personalized letterheads.

.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 provides 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 mentioning different sizes in pixels to acquire files of your required sizes.

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.

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

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.



www.LogoDesignGuru.com
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