LOGO GUIDE

FOR PRINT AND WEB OUTPUTS

College of Agricultural and Environmental Sciences logos and instructions are available for download at caes.uga.edu/unit/occs.

Primary color palette

BULLDOG RED	CMYK 3.100.70.12 RGB 186.12.47 HEX #BA0C2F Pantone 200
ARCH BLACK	CMYK 0.0.0.100 RGB 0.0.0 HEX #000000 Pantone black
CHAPEL BELL WHITE	CMYK 0.0.0.0 RGB 255.255.255 HEX #FFFFFF Pantone white

Please discontinue all use of the logos below.

As inventories expire, please update materials bearing these logos with the new logo. The Arch is still a registered trademark of the University of Georgia and cannot be used as a logo element.

UGA extension

THE UNIVERSITY OF GEORGIA Cooperative Extension — Colleges of Agricultural and Environmental Sciences & Family and Consumer Sciences

THE UNIVERSITY OF GEORGIA COOPERATIVE EXTENSION

THE UNIVERSITY OF GEORGIA Cooperative Extension — Colleges of Agricultural and Environmental Sciences & Family and Consumer Sciences

Questions? Contact the CAES Office of Communications and Creative Services at **caesoccs@uga.edu.**

HORIZONTAL LOGO STYLE (H)

UNIVERSITY OF GEORGIA EXTENSION

VERTICAL LOGO STYLE (V)

UNIVERSITY OF GEORGIA EXTENSION

The logos must not be altered in any way. The components of each logo cannot be separated from one another or rearranged in any manner. Never use the shield alone. Do not slant, distort, add drop shadows or cover the logo with other graphics or words. Don't distort or stretch the logo out of its original shape and proportion.

Anatomy of a file name

STYLE   FILE FORMAT

EXTENSION-H-FC.EPS

LOGO NAME   COLORWAY

Alternate colorways solid black (2CB), full color reverse (CW) and **solid white (W)**, as well as **full color (FC)**, are included in your packet.

As a rule of thumb, if you are sending the logo to a **printer or vendor for external production,** use the **EPS file format.** If you are creating something in-house, follow the guide at right.

RECOMMENDED FILE FORMATS

DOCX   PPTX   PUB   XLS

Microsoft Suite
EPS, PNG or JPG

Web
PNG or JPG

Email
PNG

Printed materials, promotional items and publications
EPS

Embroidery
EPS

What's the deal with all of these file formats?

EPS files: An EPS is a **vector** file. Vector files are based on geometry and can be infinitely resized. Professional printers and designers require EPS files because they can be enlarged with no loss in quality. Design programs, like Adobe Illustrator, are required to open and edit an EPS, but an EPS can be imported into many document types (see list at right).

JPG files: JPG files are **raster** files, which means that they are comprised of pixels and have size limitations. When you change the size of a JPG, you alter the pixels, which can result in a blurry, pixelated image. JPGs are not transparent and always have a background, often in the form of a white box.

PNG files: Like JPGs, PNGs are **raster** files comprised of pixels and limited in size, but PNGs have transparent backgrounds.