

PROOF SHEET

February 16, 2018

Designer: creativelee

Project: LFS Inc. Logo Design by WilliamLunsford50

Font:

LFS : Georgia (Custom Type Treatment)
-Free font, a copy will be included with the final deliverables

Colors:



WEB

83C141
R: 131 G: 193 B: 65

PRINT

Pantone 368 C
C: 54 M: 1 Y: 100 K: 0



23376D
R: 35 G: 55 B: 109

Pantone 534 C
C: 100 M: 90 Y: 30 K: 15



A7A9AC
R: 167 G: 169 B: 172

Pantone 429 C
C: 0 M: 0 Y: 0 K: 40

LOGO - FULL COLOR

The vector (Adobe Illustrator) file is CMYK colors and its meant for full color printing, magazine ads, and for use on any materials that you intend to print from your own desktop color printer, i.e, invoices, receipts, letters, etc.

The Photoshop file is RGB colors and its meant for web purposes, i.e. on your website or in your email.



Color version on white



Color version on black

LOGO - GRAYSCALE

You should use it when your logo is included in the newspaper or in the Yellow Pages, or on any black and white laser-printed materials.



Grayscale version on white



Grayscale version on black

LOGO - BLACK AND WHITE

This version should be used on faxes or any materials you reproduce using a copier. Its also the version that you should send out when you want your logo engraved.



Black on white



White on black

Final deliverables:

AI: Adobe Illustrator vector format with editable text - will allow your logo to be scaled up and down as needed, you can also change the tagline or the color scheme.

PSD: Fully scalable built with vector masks, Photoshop layered file. The PSD file format is an industry standard and it allows color changes, or even adding or removing parts of the logo (by hiding or activating layers). The normal desktop printers (ink-jet and colour photocopier) are designed to work happily with a range of image file formats, including JPEG compressed files. However they will still work best with the maximum amount of image data supplied by an uncompressed image such as a PSD file.

EPS: This is an industry standard, meaning "Encapsulated PostScript". It can be imported into all major design programs, and is often the file of choice for printing companies.

Note: Because it contains important information regarding your company logo, you will receive a copy of this proof sheet inside the zip with the final deliverables.