

# LOGO GUIDE



logo created by :  
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## COLOR PALETTE



R109 G35 B158  
#6D239E  
C75 Y100 Y0 K0



R70 G197 B54  
#46C536  
C71 Y0 Y100 K0

# Gotham (Cutomized)

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Basic Uppercase

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z**

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Basic Lowercase

a b c d e f g h i j k l m n  
o p q r s t u v w x y z

**a b c d e f g h i j k l m n  
o p q r s t u v w x y z**

## FINAL DELIVERABLES

### EPS

An EPS file, or Encapsulated PostScript file, is a versatile vector format of your logo. In other words, you can resize your logo as big or small as needed without compromising the quality of the logo.

EPS is compatible in a large number of programs and is great for use with printed elements due to its high quality.

What's it suitable for?

- Business cards
- Brochures
- Advertisements
- ...anything that will be printed of high quality

### JPEG / PNG

Although it cannot be scaled to a desired size like that of an EPS, JPGs and PNGs are great and preferred for internet use. Due to their smaller file size, they load faster on the web and still look 'sharp' to the eye when viewed on a computer monitor. I tend to create these files a little larger than most so my clients are able to downsize as needed.

What's it suitable for?

- Websites
- Online Ads and Banners
- Email marketing and signatures
- anything 'web-related'

# THANK YOU

FOR MORE OTHER PROJECTS AND INFO CONTACT ME

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