

Designer: RANdesign

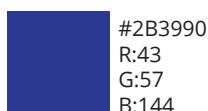
Project: PrideStar Center for Applied Learning Logo

## Fonts:

Font used for 'Pride' and 'Center for Applied Learning': Trajan Pro Bold

Font used for 'Star': Adobe Garamond Pro Italic (Customized font)

## Colors: Web



## Print



## Logo - Full Color

The vector (EPS, Ai) file "PrideStar Center for Applied Learning Logo RGB" is RGB colors and it's meant for web purposes, i.e. on your website or in your email.

The vector (EPS, Ai) file "PrideStar Center for Applied Learning Logo CMYK" is CMYK colors and it's 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.



Color version on white



White version on blue

Logo - Full Color



Color version on white



White version on blue

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 inverted version on black



Grayscale version on white



Grayscale inverted version on black

## Logo - Black & White

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



Black on white



White on black



Black on white



White on black

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### Final deliverables:

JPG: Image format that can be opened easily without special software.

PNG: Image format that can be opened easily without special software. PNG has the advantage of transparent background allowing easy placement of the logo over different color backgrounds.

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

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

EMF: Enhanced Metafile vector format - should be used when inserting your logo in Microsoft Office suite's applications.

PSD: Adobe 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.

**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.**