

Brand Guidelines

revised April 2025



GEORGIA LIONS
Lighthouse
Foundation



Georgia Lions Lighthouse Foundation, Inc. Identity System

Georgia Lions Lighthouse Foundation, Inc. has a solid identity system—our brand. In the following pages, you will find everything you need to use this system properly, including Georgia Lions Lighthouse Foundation's persona, brand promise, logo, color palette and more.

But before getting into the details, it's essential to understand why a brand system is necessary.

How We Look to the World

Patients, partners and other constituents judge how well we're managing ourselves many times every day. They may see our website. They may see and read our promotional literature. They may read a story about Georgia Lions Lighthouse Foundation, Inc. Or they may directly interact with us, e.g., a patient, Lion or volunteer. And when they visit us, they see our identity everywhere they look.

Building Confidence

Our visual image is as important as how we speak about ourselves. People place great trust in us when they come to Georgia Lions Lighthouse Foundation, Inc. seeking vision and hearing services, to an event to support Georgia Lions Lighthouse Foundation, Inc., or when volunteering. Our success now and in the future depends largely upon the first impression we make and how we present the management of our business.

Our brand's consistent, organized, and clear use in everything we say and on every item we produce tells people about our ability to take care of our mission. And, therefore, it tells them about our ability to take care of them. Consistency is paramount. We can only achieve our highest goals through the use of consistency with your help.

How to Proceed

This manual includes logos, color palettes, typefaces, and many more personalized elements. Please review it thoroughly and refer to it whenever you have questions about applying and managing the Georgia Lions Lighthouse Foundation, Inc. brand.

Thank you!

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GEORGIA LIONS
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Understanding the Brand



Core Elements

Brand Promise

Georgia Lions Lighthouse Foundation, Inc. brings improved sight to Georgians who need it most.

Access and Affordability

Georgia Lions Lighthouse Foundation, Inc. provides access to affordable vision services.

How We Serve

Through strategic partnerships, Georgia Lions Lighthouse Foundation, Inc. connects and mobilizes resources statewide to address the unmet vision needs of Georgians.

Who We Serve

Georgia Lions Lighthouse Foundation, Inc. believes that all lives have value and that everyone should have access to the means for good health.



Proof of the Promise

Access and Affordability

Georgia Lions Lighthouse Foundation, Inc. provides access to affordable vision services.

- Average patient cost exam/glasses = \$60/person vs \$300 retail.
- 52 Georgia Counties (30%) currently have little to no access to vision services.*
- 1.4M are uninsured or underinsured presently in Georgia.
- 408,000 low-income Georgians do not qualify for Medicaid in Georgia and make too little to get financial help to buy private insurance at healthcare.gov. These Georgians have incomes below the poverty line (less than \$15,060 a year for an individual or \$25,820 a year for a family of three) and fall into the coverage gap with no affordable health insurance options.
- Nationally, more than 4 million kids were left uninsured, soon after the COVID public-health emergency ended. Georgia ranks third highest for the number of children who have lost coverage.

How We Serve

Through strategic partnerships, Georgia Lions Lighthouse Foundation, Inc. connects and mobilizes resources statewide to address the unmet vision needs of Georgians.

- Statewide Tele-Optometry vision program to serve uninsured and underinsured adults throughout Georgia
- In FY24:
 - 2,149 eye exams were conducted, and 3,460 prescription eyewear fabricated
 - 449 eye surgeries provided
 - 1,762 patients served via mobile services throughout the state
 - 6,772 patients seen in our Clinics (Mobile Clinics, Chamblee and Frame Kit Program)
 - 61 School-Based Clinics in Metro Atlanta (5 counties) Transforming Vision Care for Children initiative serving young Georgians with free vision screenings, free full eye exams, and free glasses.
- Optometrists and ophthalmologists volunteer with Georgia Lions Lighthouse Foundation to provide services

Who We Serve

Georgia Lions Lighthouse Foundation, Inc. believes that all lives have value and that everyone should have access to the means for good health.

- In FY24:
 - 23,557 Georgians were served
 - 73% of Georgia Lions Lighthouse Foundation patients were over the age of 45
 - 39% of Georgia Lions Lighthouse Foundation patients were Black Indigenous People of Color
 - 59% of Georgia Lions Lighthouse Foundation patients identified as female
- 100% of Georgia Lions Lighthouse Foundation patients are living below the federal poverty line
- 27% of Georgia Lions Lighthouse Foundation vision patients live in an urban area
- 73% of Georgia Lions Lighthouse Foundation vision patients live in suburban or rural areas
- 200% increase in vision impairment in Georgia by 2050

*Source: Emory Eye Center



Georgia Lions Lighthouse Foundation, Inc. Brand Voice

	Trait	Definition for Georgia Lions Lighthouse Foundation, Inc.
OUTLOOK	Imaginative	Georgia Lions Lighthouse Foundation, Inc. is re-imagining vision care for Georgians.
SOCIABILITY	Inspiring	Georgia Lions Lighthouse Foundation, Inc. inspires individuals to act on the needs of their communities.
PROBLEM SOLVING	Intentional	Georgia Lions Lighthouse Foundation, Inc. is purpose-driven in solving critical challenges and is practical in implementation and execution.
ENERGY	Dynamic	Georgia Lions Lighthouse Foundation, Inc. is a dynamic influence on quality vision care in communities across Georgia.
STATUS	Personal	Georgia Lions Lighthouse Foundation, Inc. creates meaningful personal experiences.
DEMEANOR	Sincere	Georgia Lions Lighthouse Foundation, Inc. is rooted in the sincere desire to positively impact the lives of Georgians.



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Brand Mark



Brand Mark (Logo)

Introduction

In our identity system, the primary element is the “brand mark,” or logo.

Our goal is to fix the new logo quickly in the minds of all audiences, who are bombarded with thousands of images every day, so we have our work cut out for us. Consistency is the only way to break through the clutter.

Two versions of the logo is provided. This allows for flexibility and responsiveness across multiple platforms.

All relationships among the graphic elements – colors, sizes, and position – are fixed and must not be altered in any way unless noted in the brand manual. The signature must only be reproduced from digital files provided on shared drives.

Horizontal



Stacked





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Proper Use of Name

Georgia Lions Lighthouse Foundation

When referring to Georgia Lions Lighthouse Foundation, Inc., always refer to the name in its entirety -

Georgia Lions Lighthouse Foundation.

Please **DO NOT USE** the following abbreviated combinations of the brand name:

- ⊘ Lighthouse Foundation
- ⊘ The Lighthouse
- ⊘ Georgia Lighthouse
- ⊘ Lions Lighthouse
- ⊘ Lions Foundation
- ⊘ Georgia Lions Lighthouse



Brand Mark (Logo)

When one color is specified without screens, always use 100% black or reverse. Examples of this would be on etched glass for an award or sign.

Black Positive Version

Horizontal



Stacked



Only use reverse logo against the branded blue (PMS 293).

Reverse Version

Horizontal



Stacked





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Logo Usage

Control Area

Do not crowd the logo or place other elements inside of the control area. The control area measurement ("x") is equal to the space between the inner and outer borders of the logo.



Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio Ut wisi enim ad minim veniam, quis nostrud exerci tation ex iusto odio. Duis autem vel eum iriure dolor in hendrerit in vulputate consequat dolore.



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TIP > If you need to insert a picture into your document, like the logo, and need to scale it, you can drag a corner with your mouse and hold to the shift key to insure accuracy.

Misuse

The logo should be used according to the guidelines established in this document.

Do not:

> stretch or condense



> use outlines or drop shadows



> use insufficient contrast or busy background





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Color Palette

Primary Color



PMS	293C BLUE
RGB	0 61 165
HEX/HTML	003DA5
CMYK	100 76 0 9

Accent Color (Use Sparingly)



PMS	122C YELLOW
RGB	254 209 65
HEX/HTML	FED141
CMYK	0 9 80 0



Typography

Raleway (San Serif font)

To create communications materials with a clean and legible look, we have selected the typeface Raleway. Each weight is specified for use with specific materials.

This contemporary sans serif font family, Raleway, has been chosen as the corporate typeface for its clarity and unique character of individual characters such as a distinctive a and q with a tail.

However, the cross-platform font Arial may used (explained on the following page).

Raleway is easily available:

Google fonts:

<https://fonts.google.com/specimen/Raleway>

Adobe fonts:

<https://fonts.adobe.com/fonts/raleway>

REGULAR (USE FOR CAPTIONS & REFERENCES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM (USE FOR BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SEMIBOLD (USE AGAINST A DARK BACKGROUND)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD (USE FOR HEADLINES & SUBHEADS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Typography (Cross-plaform font)

Arial Type Family

Arial is a sans serif font. This font is a cross-platform font that is universal from a PC to a Mac and on all devices. So it is especially used for e-mail and PowerPoint presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



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Look & Feel



Letterhead

Specs

Prints: 2/0

colors: pms 293 blue and pms 122 yellow

size: 8.5 x 11 no bleeds

Body

Margins: Start body copy .5 in. from header and .5 above footer, .75 in. left and right.

Body Copy: 10 pt. Raleway regular

Raleway is easily available:

Google fonts:

<https://fonts.google.com/specimen/Raleway>

Adobe fonts:

<https://fonts.adobe.com/fonts/raleway>



5582 Peachtree Road • Chamblee, GA 30341 • 404.325.3630
lionslighthouse.org • [@galighthouse](https://twitter.com/galighthouse)



Business Cards

Specs

Prints: 2/0
colors: pms 293 blue and pms 122 yellow
size: 3.5 x 2 with bleeds
stock: 100# C satin





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Notecards

Specs

Cards:

Prints: 2/2; pms 293 blue and pms 122 yellow

size: 5.5" x 4.5" with bleeds

stock: 100# C uncoated

A6 Envelopes:

Prints: 2/0; pms 293 blue and pms 122 yellow

size: 6.5" x 4.75"

75% of actual size

75% of actual size



GEORGIA LIONS
**Lighthouse
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5582 Peachtree Road
Chamblee, GA 30341

lionslighthouse.org

FROM THE DESK OF **Beth Ehrhardt**

**Bringing improved sight to
Georgians who need it most.**



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5582 Peachtree Road • Chamblee, GA 30341 • 404.325.3630

lionslighthouse.org • [@galighthouse](https://twitter.com/galighthouse)



GEORGIA LIONS
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E-mail Signature

E-mail and E-Signature

E-mail Body Copy:

Please use Arial for the body copy at 14pt. in an e-mail.

E-signature

Please refer to the [template here](#) titled and instructions. You may need to request e-sig to be emailed to you from nmorrison@lionslighthouse.org


If you would like to highlight something in blue use:
RGB 0 61 165 or HEX/HTML 003DA5

The screenshot shows an email client interface. At the top, there's a toolbar with icons for email, compose, trash, archive, and others. The email header shows 'Inbox - iCloud' and the time '11:38 AM'. The body of the email starts with 'E-signature' and 'To:'. Below this is a signature box with icons for deleting, replying, and other actions. The main text of the email provides instructions for setting up an e-signature, numbered 1 through 8. At the bottom, there's a contact card for Nanon Morrison, Chief Development Officer, with her title, address, phone number, email, and website. It also includes a call to action 'IT'S EASY FOR YOU TO ADD US TO YOUR WILL' and a link to 'VIEW OUR IMPACT REPORT', along with social media icons for Facebook and Instagram.

E-signature
To:

here are the instructions :
STEPS:

1. Copy (**Ctrl +C**) e-mail sig from this email. Make sure everything is selected by clicking on upper left corner of e-signature -- you'll know this has been done as everything will be highlighted in gray
2. **Click on settings icon** and type in esig and click on email signature
3. **Click +** to create new esig and be sure to name it
4. **Paste (Ctrl +V)** the signature you copied into signature box.
5. Customize your information - TIP: be sure put your cursor in the text line and type over name so formatting remains the same
6. Save your e-signature.
7. Once your e-sig is saved make sure you update your settings -- i.e. SET DEFAULT SIGNATURES
8. To add it to your email, click on the 3 dots in the same row as send and insert your e-signature.




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Nanon Morrison
Chief Development Officer
Georgia Lions Lighthouse Foundation, Inc.
5582 Peachtree Rd • Chamblee, GA 30341

770-738-4660 Ext : 302
nmorrison@lionslighthouse.org
lionslighthouse.org

**IT'S EASY FOR YOU TO ADD US TO
YOUR WILL**

[VIEW OUR IMPACT REPORT](#)



GEORGIA LIONS
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E-Blasts

E-blasts

E-blast Headlines:
18 pt. Arial bold

E-blast Body Copy:
15pt. Arial

Colors:

Corporate Blue:

RGB 0 61 165

or

HEX/HTML 003DA5

DO: use for buttons, links, backgrounds

Corporate Yellow:

RGB 254 209 65

or

HEX/HTML FED141

DO: use for dividers, accents

DO NOT: put white text on yellow

example of part of a newsletter





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PowerPoint Presentation

PowerPoint

Headlines:

44 pt. Arial bold in corporate blue

Subheads:

28 pt. Arial bold in corporate blue

Body Copy:

20 pt. Arial black

Colors:

Corporate Blue:

RGB 0 61 165

or

HEX/HTML 003DA5

DO: use for buttons, links, backgrounds

DO NOT: put yellow text on blue

Corporate Yellow:

RGB 254 209 65

or

HEX/HTML FED141

DO: use for dividers, accents

DO: use for backgrounds but with white boxes for text

DO NOT: put white text on yellow or use as text

example of a PowerPoint presentation

Three Ways to Share the Mission



Volunteer
Recycle Center
Clinic support
Event support



Give
White Cane
General Fund



Partner
Vision screenings
Mobile clinic support
Exams and glasses

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lionslighthouse.org 8

Vision Services

- > **Vision screenings** – schools
- > **VSP certificates** – when out of clinic service areas
- > **Low-cost prescription glasses** – made in-house for anyone, Frame kit
- > **No charge surgeries** – cataract, glaucoma, diabetic retinopathy
- > **Eligibility**



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lionslighthouse.org @galighthouse 9

Goal: Increase Access to Comprehensive Vision Care in Georgia

Near Term Objectives –

- Pilot optical laboratory in partner Hospital or FQHC to provide an anchor point and complimentary service

Medium Term Objectives –

- Right size Atlanta based admin and clinic offices to provide higher-quality care equal or better to for profit entities

Long Term Objectives –

- Create more capacity to fabricate glasses across the state and beyond

FROM
Providing 950
hearing aids
annually

TO
Providing
5,045 eye exams
and 6,500 pairs of
glasses

GEORGIA LIONS Lighthouse Foundation

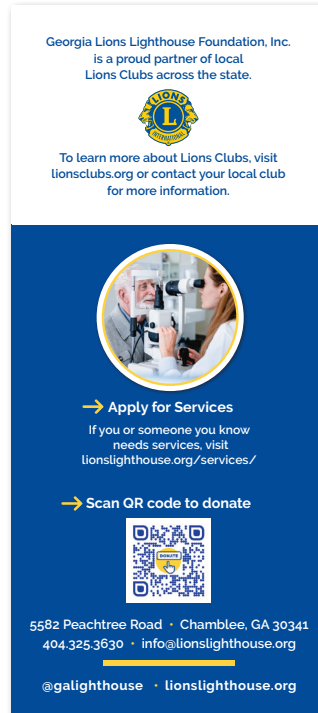
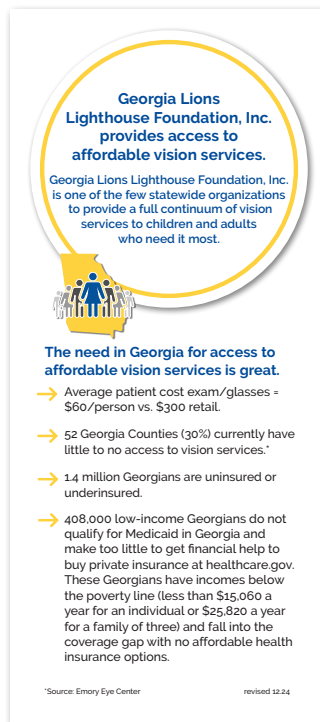
lionslighthouse.org @galighthouse 16



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Foundation**

Trifold Brochure

Print applications are important communication tools. Information should always be presented in a clear and concise manner. The look and feel is simple but hopeful. Use the brochure design as a guide when setting type, color palettes, and imagery for promotional materials.



Vision Services

Tele-Optometry Program

This program is focused on one goal – serving patients who need us most where they live. By leveraging cutting-edge technology, we provide services in areas of the state with no access to vision services.

Vision Clinics & Optics

We offer free eye exams and low-cost glasses to qualifying patients at the Harrell Vision Clinic located in our Chamblee facility and through our statewide traditional mobile and tele-optometry clinics. In partnership with optometrists and ophthalmologists, we provide fully dilated eye exams. Our eyeglasses are produced in our optical lab in Chamblee.

School Program

As part of our Transforming Vision Care for Georgia School Children program, we partner with Georgia Lions Clubs to provide vision screenings. If a student is identified as needing an eye examination, students receive an exam and first pair of glasses at no charge by our doctors. If a doctor is not available a certificate for a free eye examination and prescription glasses will be provided. Clear vision offers students a greater opportunity for success.

Vision Surgery

We partner with ophthalmologists, anesthesiologists, and surgery centers across the state to facilitate sight-saving surgical procedures, including treatment for glaucoma, cataracts, macular degeneration, and retina-related impairments.

Georgia Lions Lighthouse Foundation, Inc. believes all lives have value and everyone should have access to high quality vision services.



In FY24 23,557 Georgians received vision services.



Over 200 mobile clinics are provided annually including rural Georgia and schools.



In April 2022, Georgia Lions Lighthouse Foundation, Inc. launched the first-ever statewide tele-optometry program.

Ways you can help bring sight to Georgians who need it most:



Volunteer.

The time that our volunteers share with us is invaluable in the following ways: sort, clean, read and package donated glasses; help us screen students at school clinics; plan a mission trip with your church, employer or civic organization. You can also volunteer individually or as a group; every effort helps.



Doctors Needed.

The services we provide are made possible through our network of volunteer and contracted doctors and healthcare professionals across Georgia. Tell ophthalmologists and optometrists you know about our services and encourage them to partner with us in their communities.

There are many ways for doctors to bring vision care to Georgians in need:

- Your time.
- Your donations.
- Your influence.



Recycle.

In addition to eyeglasses, we accept readers, sunglasses, hearing aids and cell phones. Recycled eyeglasses are shipped overseas with medical mission groups and money earned from selling recycled items goes directly to Georgia Lions Lighthouse Foundation services. Look for information about how to order our new GLLF branded recycle containers.



Refer a person or an organization.

People need our services, but many do not realize help is available.




Donate.


80% of every dollar donated goes directly to providing vision services. Your financial contributions and gifts help bring improved sight to Georgians who need it most.



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Bifold Brochure




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Tele-Optometry Services

lionslighthouse.org

Transforming Vision Care in Georgia

When it comes to vision care for Georgia, we are confronted with significant challenges. The bottom line is that vision care providers are unequally distributed among the state. Changes in our demographics, including the aging population and increased youth living in poverty specifically, create dilemmas for providers and patients.

The launch of Georgia's first-ever statewide tele-optometry exam program in 2022 for uninsured and underinsured patients is one way we are combating these challenges. This program is focused on one goal – serving patients who need us most where they live. By leveraging cutting-edge technology, Georgia Lions Lighthouse Foundation, Inc. is providing services in areas of the state with no access to vision services.

Georgia Lions
Lighthouse Foundation, Inc.
provides a full continuum of
vision care services to
low-income, uninsured
and/or underinsured and
vulnerable individuals who
reside in the state
of Georgia.

Georgia Lions Lighthouse Foundation, Inc. Tele-Optometry Services and How It Works:



1. TELE-OPTOMETRY EYE EXAM CLINICS

Clinics are scheduled at Federally Qualified Health Centers and other select health clinics throughout Georgia. Each clinic will require a minimum of 15 patients.



2. FREE EYE EXAM

Each patient receives a comprehensive eye examination by a remote licensed optometrist.



3. GLASSES

Low-cost glasses are fabricated in our own optical lab and provided to patients.

→ DID YOU KNOW:

52 Georgia counties have no vision services.* Our tele-optometry services are changing this statistic!

*Source: Emory Eye Center

Federally qualified health centers, public health nursing agencies and other health care providers in need of vision services to complement their spectrum of care can contact the Georgia Lions Lighthouse Foundation, Inc. at 404.325.3630 or visit lionslighthouse.org.



→ Apply for Services

If you or someone you know needs services apply at lionslighthouse.org/services/

 
@galighthouse

5582 Peachtree Road
Chamblee, GA 30341
404.325.3630
info@lionslighthouse.org

lionslighthouse.org



GEORGIA LIONS
**Lighthouse
Foundation**

Flyer / Ad

**GEORGIA LIONS
Lighthouse
Foundation**

**Tele-optometry Free Eye
Exam Program** (for Ages 10+)

Glasses start at

\$15*

Glasses start at

How it Works:

Patient experiencing vision care delivered via tele-optometry at a partner clinic

Comprehensive eye exam with GLLF clinical staff → Consultation with optometrist in real time → Prescription issued, patients choose frames onsite → Fitted for glasses made at the Chamblee Clinic

Georgia Lions Lighthouse Foundation can also assist with glasses with a valid prescription.

*Prescription glasses range from \$15-\$65 or more for cosmetic add-ons.

WHEN

WHERE

CONTACT

PAYMENTS ACCEPTED
Cash, Debit/Credit
No Insurance Accepted

DOCUMENTS NEEDED
Valid ID
Valid eye prescription if
needing glasses only

Customized area

lionslighthouse.org • @galighthouse

**Transforming Vision Care for
Georgians in Need for Over 75 Years**

It is unacceptable for any Georgian to go without vision care. That is why, together Georgia Lions Lighthouse Foundation, Inc. and Lions Clubs bring improved sight to underinsured and uninsured Georgians.

WAYS TO GET INVOLVED IN 2025

Introducing NEW Branded Georgia Lions Lighthouse Foundation, Inc. Recycle Containers

Our new Eyeglasses Recycle Boxes offer these features:

- Easy to assemble corrugated container encourages eyeglass donations.
- Top flips open for ease of donation collections.
- Compact design - uses less than 1 sq. ft. of counter space.
- QR code allows for donations to Georgia Lions Lighthouse Foundation.

lionslighthouse.org/recycling

Evening in the End Zone, a "Night of Spectacles", is an annual event honoring the legacy of great athletes, coaches, vision professionals and community leaders who have made a difference with their generosity and spirit of giving back to those less fortunate in our community.

PRICES INCREASE AFTER MAY 31!

- Purchase a Ticket Today
- Become a Sponsor
- Donate an Auction Item
- Volunteer

give.classy.org/EEZ25

SCAN FOR DETAILS

THANK YOU GEORGIA LIONS FOR OVER 75 YEARS OF SERVICE!

To learn how you can get involved, please visit us at our table!

**GEORGIA LIONS
Lighthouse
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lionslighthouse.org • @galighthouse

CONTACT
Mr. Fran Schefer
770.738.4675
fschefer@lionslighthouse.org
5582 Peachtree Road
Chamblee, GA 30341

SCAN TO DONATE



GEORGIA LIONS
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Imagery

Photography

In subject and style, photography used for Georgia Lions Lighthouse Foundation identity should demonstrate the tone of our brand:

- > Imaginative
- > Inspiring
- > Intentional
- > Dynamic
- > Personal
- > Sincere

Parallel to the brand identity, the photography will be relational, simple and conversational. The visual technique in this style is bright, natural lighting.

The overall idea is to bring the relational aspect of the brand to the photography. The subjects appear to react to a thoughtful conversation, is active and demonstrates healthy living.

Avoid jarring color combinations, dark lighting and overly literal images. Do not use images clipped out of a white background or outlining photos.

Please follow these guidelines when choosing stock photography images for any Georgia Lions Lighthouse Foundation materials.



Interaction but has privacy of patient



Friendly faces, sharp foreground, well lit, blurred background



Friendly interaction showing services



Conversational - shows the logo



Merchandise

When selecting merchandise/ad specialty items, white is the preferred product color. Blue, if a close match to 293 blue can be used.

Use the website lionslighthouse.org and/or @lionslighthouse if room allows for horizontal logo and budget allows separated by a yellow line (PMS 122). Logos with yellow line and website and social handle provided in merchandise folder.

Sometimes, the full logo is too small to use, so the logo type version of the logo is permissible to use (provided in logo folder as one line or 2 lines depending on size).

Always provide the vendor an .eps file for clarity and sharpness and request proofs.

Logo options as type only and with the yellow line below logo is located in the merchandise logos folder.



budget for 1 color



Design Elements

Several additional elements may be used to add interest and life to any Georgia Lions Lighthouse Foundation design. All elements should help reinforce the brand and remain true to the standards outlined in this document. Use the branded blue or yellow for graphic elements. Screens of can also be used.

Circles, Lines and Arrows

Circles with yellow outlines can be used to emphasize pull-out text or an image.

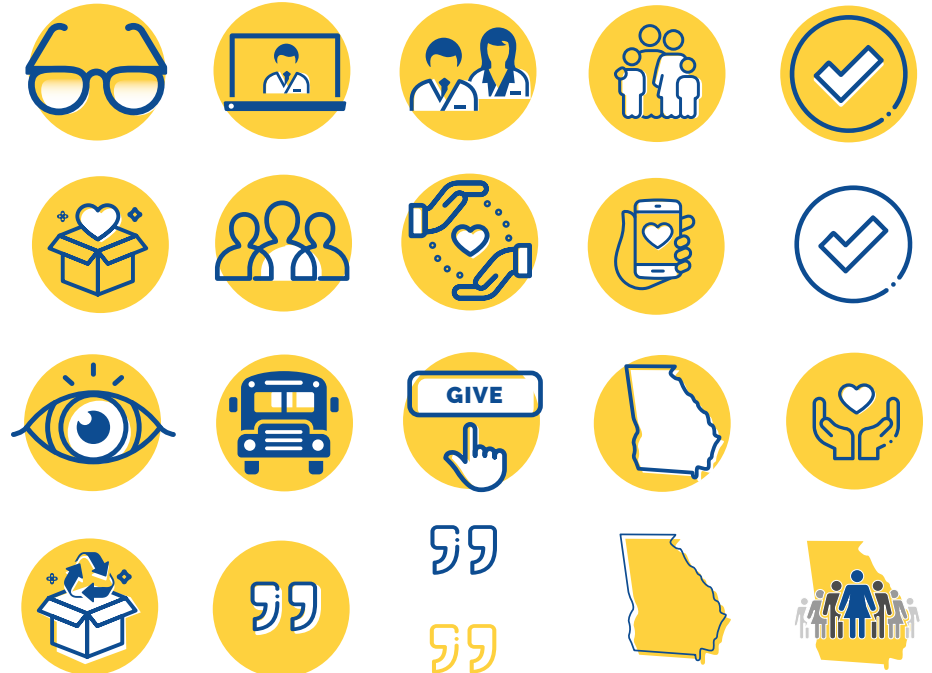


Use arrows to draw attention to a fact in a list. The greater sign in bold can be used as well **>** > .



Use a yellow line to emphasize a headline or above the website

Icon Set



FILE GUIDELINES >

Logo Files

When is it appropriate to use Pantone, CMYK, or RGB?

Pantone color codes are used when printing offset which only require those colors (i.e., business cards), or can be given to a printer for matching purposes. Always refer to an official Pantone swatch book for accurate color representation. Pantone codes allow for exact color reproduction, whereas CMYK and RGB may have slight variances from different printers and different screens.

CMYK is used when doing a 4-color print (i.e., a brochure that includes photography), or for digital printers (quick turn-around, low-volume printers).

Use RGB files for digital applications, such as a website or e-mail newsletter. Make sure to use RGB versions of these files. A CMYK JPG may not display colors properly on screen. You have been provided an RGB JPG and PNG file.

What is a vector file?

Vector files (usually EPS or AI formats) are resolution-independent, and used for print applications. If a designer or printer requests a logo file for a print piece or give-away, usually they want the vector file. It allows unlimited scalability and adjustment of layout and color if necessary.

On the other hand, raster files (like JPG, GIF, PNG, etc.) cannot be scaled without losing resolution quality. Raster files are appropriate for screen/web applications because of their smaller file size.

Common applications and the file types to use:

- > Printing business cards: Pantone, EPS
- > Printing a brochure with photography: CMYK, EPS
- > Creating an e-mail newsletter: RGB, JPG
- > Layering the logo on top of another graphic on a web page: RGB, Transparent PNG

DEFINITIONS >

- > **CMYK:** (Cyan, Magenta, Yellow, Black) - Referred to as process color or four color, it is used in most color printing.
- > **RGB:** (Red, Green, Blue) - This is the representation of color for display of images in electronic systems such as TVs and computers.
- > **Pantone Matching System (PMS):** A proprietary color space used primarily in printing. Pantone color guides allows designers to "color match" specific colors regardless of printing equipment.
- > **EPS:** A vector graphics file format that contains a geometric description which can be rendered smoothly at any desired display size. Can be re-edited.
- > **AI:** A vector graphics format developed by Adobe Systems. Similar usage to vector EPS files.
- > **PDF:** A multi-platform file format that captures document text, fonts, images, and even formatting of documents from a variety of applications. You can e-mail a PDF document to your friend and it will look the same way on his screen as it looks on yours, even if he has a Mac and you have a PC. Since PDFs contain color-accurate information, they should also print the same way they look on your screen.
- > **JPG:** A compressed raster image format primarily used for on-screen display. Cannot scale up arbitrarily without loss of quality or be re-edited.
- > **GIF:** A raster image format that is limited to 256 colors. Suitable for storing graphics with few colors, such as simple diagrams and shapes. Cannot scale up arbitrarily without loss of quality or be re-edited.
- > **PNG:** Created as a successor to GIF. Supports 16 million colors, and excels for images with large, uniformly colored areas. PNG allows for the display of transparent backgrounds. It is a raster format that cannot scale up arbitrarily without loss of quality or be re-edited.