Logo Style Sheet (LSS)

andigo

File name:	Example:	When should this logo be used?
Two Color		The file name refers to the two PMS (Pantone Matching System) colors that make up andigo's primary color palette*. This is the file most vendors will need as part of the logo update process. **Available formats:** .eps, high resolution (300dpi) .jpg
Four Color		Four color refers to the percentages of CMYK or Cyan, Magenta, Yellow and Key (black) used to create this full color logo. This file format is used primarily by commercial presses when printing large quantities of marketing collateral. **Available formats:** .eps, high resolution (300dpi) .jpg
RGB		For web use only. RGB refers to the universal system for representing the colors Red, Blue and Green on a computer display. **Available format:** web-ready (72dpi) .jpg
White Only		Used when our logo will be placed on a color or pattered backrgound. **Available formats:** .eps, web-ready .png
Black Only		Used when a 3rd party intends to print only using black on white. Also used to produce the best quality on faxes or anything reproduced on a copy machine. **Available formates:** .eps, high resolution (300dpi) .jpg

*our primary color palette is made up of PMS 424C ■ and PMS 173C ■.
Please contact Marketing for more information about the logo and primary and secondary color palettes.