progenia

zoo.

MASTER LOGO TYPES

COLOUR – SPOT

progenia

COLOUR – CMYK

progenia

BLACK

progenia

REVERSE (WHITE)

progenia

ZOO.

LOGO COLOURS

The following colours have been chosen for the logo and should be reproduced according to the production requirements. These colours should not be altered for any reason. Using these colours consistently will build and maintain a strong brand recognition throughout any material produced.

	BLACK	PANTONE PROCESS BLACK CP	C0 M0 Y0 K100	R0 G0 B0	WEB 000000
	NAVY	PANTONE 7456 CP	C73 M45 Y24 K66	R50 G63 B79	WEB 323F4F
	GREEN	PANTONE 383 CP	C29 M1 Y100 K18	R176 G182 B38	WEB B0B626

WHAT'S ON THE CD

SUPPLIED FILES FORMATS

All versions of the logo supplied are suitable for both Mac and PC systems.

FILES SUPPLIED ON THE CD

The structure of the folders on the CD contain these file formats for each version of the logo in separate folders.

EPS – Spot (Pantone) colour
– CMYK colour
– Black
– Reversed (white)

JPG – CMYK colour
– RGB colour
– Black

TIFF – CMYK colour
– Black

WHEN TO USE EACH FORMAT

The files supplied are suitable for all types of reproduction from commercial printing to screen presentations.

The preference for designers should be the EPS file type as this is the most versatile format and widely compatible with all design software.

For screen preview or when an EPS is not compatible, the JPG files should be suitable for desktop publishing applications such as Microsoft Word and Microsoft Powerpoint.

Care must be taken when re-sizing the JPG images in these applications to ensure that they are scaled proportionately.

The JPG format may also be usable for screen purposes such as internet design or computer software applications, but the quality may be compromised when scaled from the original.

zoo.

TERMINOLOGY

EPS

Encapsulated PostScript (EPS) is a standard format for importing and exporting PostScript language files in all environments. It is usually a single page PostScript language code that describes an illustration which is characterised by smooth edges of defined curves or shapes. All master graphics for our official identities are EPS files. Because EPS files are vector graphics whose foundations are based on mathematical formulas, they have the ability to scale limitlessly. They are the common source file for creating fixed graphics in bitmapped formats such as TIFFs, JPEGs, PNGs or GIFs because of this flexibility.

JPEG

JPEG is a file format used primarily to compress photographic images. JPEGs reduce the original image size by subdividing and simplifying complex images, allowing them to transfer more quickly across an Internet connection. JPEG stands for 'Joint Photographic Experts Group' and is a common file format for use in web and print publishing.

TIFF

TIFF stands for Tagged Image File Format, and is a file format used for pixel-based images. TIFFs are the default image type when you are using a professional editing package to produce a final image appropriate for publishing.

CMYK

An acronym used to identify four-colour process print reproduction and the four specific colours used. When printed as overlapping screens of dots on paper, these four colours create the illusion of a wide range of colours. The four process colours are: cyan (process blue), magenta (process magenta), yellow (process yellow) and black. The letter K is used for black to avoid potential confusion with blue.

PANTONE / SPOT COLOUR

The PANTONE® Matching System is an international standard system of colour and ink formulas developed by PANTONE, Inc. that is most commonly used in design, production and printing to specify colour in reproduction.

RGB

Red, Green, Blue. RGB refers to the three colours of light that can be mixed to produce any other colour. These colours correspond to the three colours emitted by televisions and computer monitors, and to the colour receptors in the human eye. RGB values are used to describe colour in on-screen applications, whereas CMYK and Pantone colour values are intended for print applications.

FOUR-COLOUR PROCESS

The process of combining varying amounts of four basic offset printing colours to create a colour image composed from cyan, magenta, yellow and black.

HALFTONE

A picture in which the gradations of light are obtained by the relative darkness and density of tiny dots produced by photographing the subject through a fine screen.