

EVANS™

Creative Direction | Design

Image Guide for Bizuni

Competitive Landscape



Grovo



Pluto





Color Standards



positive



reverse



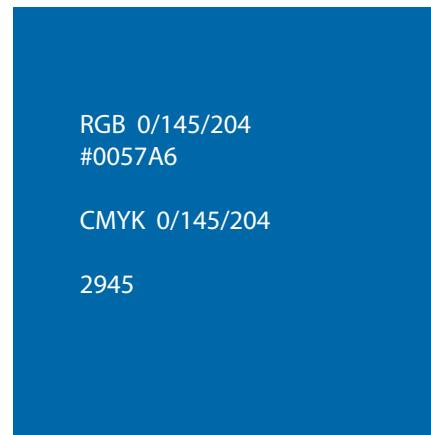
neutral



color



color



RGB 0/145/204
#0057A6
CMYK 0/145/204
2945



RGB 255/140/0
#F59E0B
CMYK 0/84/84/0



File guide

horizontal

transparent e.ps Vector based art for print

.pdf and .ai Vector based art for print

transparent .png large image for overlay

(on white) .jpg large image

horizontal w/tagline



Learn Business Your Way



Learn Business Your Way



vertical

transparent e.ps Vector based art for print

.pdf and .ai Vector based art for print

transparent .png large image for overlay

(on white) .jpg large image

vertical w/tagline

black



white



color



JPEG - JPEG is best for photos when you need to keep the file size small and don't mind giving up some quality for a significant reduction in size. JPEG is not suitable for images with text, large blocks of color, or simple shapes, because crisp lines will blur and colors can shift.

PNG - Use PNG when you need smaller file sizes with no loss in quality. PNG files are usually smaller than TIFFs, in my experience. PNG also supports alpha transparency (soft edges) and was developed to be a Web graphics replacement for GIF.

EPS - A vector file requiring PostScript language to draw its image. You must have a specific software application to create an EPS file, such as Adobe Photoshop, Adobe Illustrator and QuarkXpress. EPS file is often used when exchanging vector graphics (e.g. logos)

PDF - Portable Document Format (PDF) is an open file format which makes the PDF format suitable for sharing. These files can be viewed in a professional software program or a free acrobat reader.