

FILE FORMATS AND USES

PNG

These files are for use on websites and digital displays.

Uses:

- Optimized to maintain image quality at a minimal file size

Features:

- Backgrounds are transparent
- A PNG file is a raster format that cannot be enlarged without loss of image resolution
- Files are created in RGB color space and colors may not render properly on CMYK printing devices

PDF

PDFs can be imported as a picture file into Microsoft Word and PowerPoint documents.

Uses:

- Viewable and printable in a wide range of software products

Features:

- Fonts can be embedded (distilled) into PDF files, negating the need to install fonts

SIZING & PLACEMENT

ICON

The minimum size the icon graphic should be used at is 19 pixels (digital) or 6.75 mm (print). The icon should not be less than 1x itself from the edge of the page or other design element.

19PX



6.75MM



LOGOS

Give the logo the spacing that it deserves. Use the "B" as a unit of measurement to ensure that other elements don't sit too close. This applies to all logos.

100PX



35MM

The minimum size of the standard logo is 100px wide or 35mm.