

FILE USAGE

Ideally, your printer/web designer should be able to tell you specifically what files they'll need for your project. However, in the event that you are not given any information, the following rough guideline can help you select the right file format for your project.

Letterhead, business card:

Colour EPS or TIFF file

Fax cover sheet:

Black and white EPS or TIFF file

Newspaper ads:

Black and white EPS or TIFF file

Web page/web banner ad:

Colour or grayscale JPG file

Screen printing onto t-shirts, mugs, mouse pads, pens, etc.:

Colour AI or EPS file

Sponsorship signage:

Colour or grayscale AI or EPS file



GRAPHIC STANDARDS

Prepared by



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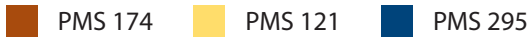
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LOGO STYLES

MINIMUM LOGO SIZE

Colour



To ensure legibility and clarity of reproduction, the logo should not appear any smaller than 0.75" in width.



Because of the detailed nature of the logo, care should be taken to place it on a solid background of contrasting colour whenever possible.

Grayscale



When placing the logo on a photograph, try to place it on a clear area with little detail. If the photograph is too "busy" for legibility, it would be best to place a coloured box behind the logo.

Black and white



DO NOT MODIFY THE LOGO FROM ITS ORIGINAL FORMAT



Do not alter logo colours

Do not swap the colours

Do not lighten the colours

Reversed



Do not remove the date

Do not change the font

Do not add effects to the logo