



QuickReference

Corporate Logos Style and Use Guide

File Format and Usage Chart		Purpose: Final Output or Destination									
		Phaser 850 Output	Inkjet Printer Output	Offset Printing - 2 Color	Offset Printing - 4 Color	B&W Printing or Xeroxing	Acrobat® PDF File	Web/Internet Pages	PowerPoint® Presentations	3rd Party Vendors	Final Output Not Known
File Type	EPS-Phaser-850	R	X	X	?	X	R	X	X	?	X
	3-D	R	X	X	A	X	R	X	X	?	X
	Standard	X	R	R	A ¹	X	A	X	X	A ¹	X
	TIFF-Normal (Flat)	A	R	X	R	A ³	A	X	A	?	R
	3-D	A	R	X	R	A ³	A	X	A	?	R
	JPEG-3-D	X	X	X	X	X	A	R	R	?	A ²
	BMP-Normal	A ⁴	A ⁴	A ¹	X	R	A ⁴	X	A ⁴	?	A ⁴

- Key:** R = Recommended Use
 A = Acceptable for Use as an Alternative
 X = Incompatible, or Results Will Be Unacceptable
 ? = Check with 3rd Party Vendor Before Using

- Notes:**
1. Vendor may be able to manipulate file.
 2. High Resolution JPGs may be usable in some circumstances. Check with vendor.
 3. Color TIFFs should reproduce as greyscale, in this case.
 4. BMP files will print as B&W to all devices. Some vendors may be able apply color or separate elements.

See pages 2-4 in the Style Guide for detailed information about file types and correct uses.

Scaling Hints

- ▲ Reducing an image is better than enlarging.
- ▲ PowerPoint allows the most flexibility for both reducing and enlarging images.
- ▲ Scale height and width proportionately.

See pages 6-7 in the Style Guide for detailed information about scaling images.

Manipulating Images in MS Office

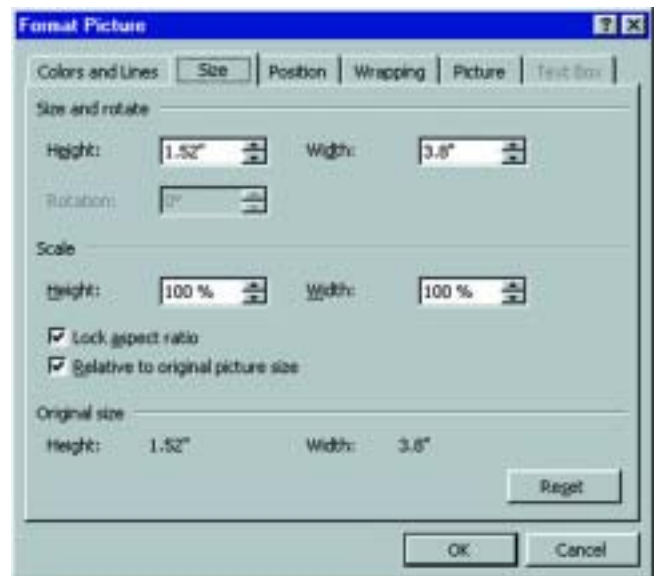
Placing Graphics

Insert > Picture > From File

See page 5 in the Style Guide for detailed information.

Resizing Graphics

<Right click Image>, select Format Picture
 Select the "Size" tab in the box, as below:



See page 6 in the Style Guide for detailed information.

Color Mixes

Spot Colors: Red = PMS 1815
 Green = PMS 3292

Phaser Color Mixes (CMYK):

Red-C=0%, M=91%, Y=100%, K=51%
 Green-C=100%, M=40%, Y=70%, K=50%

NOTE: Green-R=0, G=84, B=68 (MS Office)

PMS Color Mixes (CMYK/Offset Printing):

Red-C=0%, M=91%, Y=100%, K=51%
 Green-C=100%, M=0%, Y=51%, K=43%

RGB Color Mixes: Red-R=127, G=23, B=14
 (Web/PowerPoint®) Green-R=0, G=84, B=68

See page 2 and 7-8 in the Style Guide for detailed information.

USE THE REVERSE SIDE OF THIS SHEET FOR YOUR OWN NOTES.