



# *Corporate Logos Style and Use Guide*

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*Scriptoria*

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## *Corporate Logos Style and Use Guide*

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An asterisk (\*) indicates that the **QuickReference** covers this topic.

*This **Guide** is also available in a searchable, electronic format on the CD that accompanies this booklet. The file is named **Style-Guide.pdf**, and is located in the **Documentation** folder on the disc.*



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## Introduction

Thank you for choosing Scriptoria for your corporate communications needs. We are pleased to be a part of your organization's communications strategy, and we are committed to providing the best possible "service after the sale" for your communications and marketing professionals.

The purpose of this **Style and Use Guide** is to ensure consistent application of your new corporate identity symbols, and to give everyone in your organization detailed information about the the correct way to use the different logo files that are included on the enclosed CD-ROM.

Our goal in preparing this **Guide** was to give you a comprehensive set of guidelines and recommendations for achieving quality and consistency in your corporate identity. We've made every attempt to address any questions that might arise regarding color, typefaces, file formats, output/display devices and third-party reproduction. If you have additional needs or questions, we are always pleased to provide you with supplemental information, services or files.

Should you need further assistance, please contact your account representative:

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## General Specifications

The basic **ECI** corporate symbol is a two-color logo incorporating type and graphic elements, as shown below:



The logo has been rendered in a "flat" form (left)—using Adobe Illustrator®—and in "3-D" (three dimensional) form (with drop shadow and beveling effects) created in Adobe PhotoShop® (below, left).

The version shown here includes the "tag" line ("HR Solutions Specialists"); there are also versions in which the "tag" line is eliminated and the lower part of the triangle is extended to approximately the same length ("no tag" version), and a variation of the "no tag" version that incorporates a "fade" effect (as shown below, right).

The version shown here includes the "tag" line ("HR Solutions Specialists"); there are also versions in which the "tag" line is eliminated and the lower part of the triangle is extended to approximately the same length ("no tag" version), and a variation of the "no tag" version that incorporates a "fade" effect (as shown below, right).



These three basic variations have been saved in both "flat" and "3-D" styles (except for the "fade" version), in 4 basic file formats. Copies of the original Illustrator® and PhotoShop® files are also included on the CD-ROM. Files have been optimized for output to the Phaser 850 printer, and for output on standard ink-jet printers and transmission to service bureaus and offset printing facilities. 3-D versions have also been formatted for use in PowerPoint® and other electronic display applications.



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## Basic Font and Color Information

“ECI” font = Franklin Gothic Heavy Oblique (Italic)

“Tag” font = Serpentine Sans ICG Oblique (Italic)

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%

PMS Color Mixes (CMYK): Red—C=0%, M=91%, Y=100%, K=51%  
(Offset Printing) Green—C=100%, M=0%, Y=51%, K=43%

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

## File Types and Uses

There are four (4) types of ECI logo files available for you to use. They are located in the “ECI Logo Files” folder on the CD, and each file type is contained in a separate folder, as noted below:

**1. Encapsulated PostScript (EPS):** Located in the **EPS** folder, these files are the high-end graphic files that are used by service bureaus and the Phaser 850 printer. The advantage of EPS files is that they can be scaled to a variety of sizes with little or no loss of detail, so they provide the most consistent output. (To learn more about scaling, see the “Image Placement and Manipulation in MS Office” section.) *NOTE: EPS files can only be used in documents that will be printed to PostScript printers (or imagesetters) or distilled to Adobe Acrobat® (PDF) files.*

There are three (3) subfolders within the EPS folder, each containing files with a specific use:

**A. Phaser-850:** These are flat logos that have been optimized for output to your Phaser 850 printer. The colors in these files have been adjusted to deliver the closest match to the actual PMS colors of the ECI logo, at the highest quality settings of the printer. For this reason, we recommend that you only use the **High Resolution/Photo** (preferred) or **Enhanced** (acceptable) settings when printing to the Phaser. (Some color shifting will occur if lower settings are used.)

**Variations/Sizes:** Tag, No Tag and Fade in large, medium and small sizes. (9 total files.)

**Filename Example:** 4c-med-nt-f.eps = Medium, no tag (nt), fade (f)

**Summary:** Use these files for any document that will be sent to the Phaser (or other PostScript) printer, including those that will be saved as Adobe Acrobat® (PDF) files.

**B. 3-d:** Three dimensional logos that have been optimized for the Phaser. See notes above. We **only** recommend **High Resolution/Photo** output for 3-D graphics, due to the need for maximum detail in the shadowed areas.

**Variations/Sizes:** Tag and No Tag in large, medium and small sizes. (6 total files.)

**Filename Example:** med-nt-3d.eps = Medium, no tag (nt), 3-D (3d)

**Summary:** Use these files for any document that will be sent to the Phaser (or other PostScript) printer, including those that will be saved as Adobe Acrobat® (PDF) files.

**C. Standard:** These flat logo files have the actual PMS color (2-color or “spot” color) information embedded in them, and are primarily intended for transmission to service bureaus and offset printing facilities. 2-color files can also be used to create PDFs that will be printed on inkjet printers.

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**Variations/Sizes:** Tag, No Tag and Fade in large, medium and small sizes. (9 total files.)

**Filename Example:** 2c-med-nt-f.eps = Medium, no tag (nt), fade (f)

**Summary:** Use these files for any document that will be sent to an offset printer, service bureau or specialty printer, or for documents that will be saved as Adobe Acrobat® (PDF) files. *NOTE: PDF files created with 2-color logo files will not print correctly on the Phaser. See the “Color Notes” section for more information on when to use 2-color or 4-color files.*

**2. Tag Image File Format (TIFF):** Located in the **TIFF** folder, these files are similar to EPS files, but can be output *directly* to a wider variety of printing devices. We recommend using TIFF files instead of EPS files under the following circumstances:

- Documents created in Microsoft Office® or desktop publishing applications that will be output directly to inkjet printers, laser printers or PostScript printers (including the Phaser).
- Documents using 3-D logos that will be printed using traditional 4-color offset printing.

Flat logo TIFF files have been optimized for output to the widest possibly range of print devices and output channels. The colors in these files have been adjusted to deliver the closest match to the actual PMS colors of the ECI logo, in the widest possible range of printer settings and resolutions.

**Variations/Sizes:** Tag, No Tag and Fade in large, medium and small sizes. (9 total files.)

**Filename Example:** 4c-med-nt-f.tif = Medium, no tag (nt), fade (f)

There is one (1) subfolder within the TIFF folder (**3-d**), containing 3-dimensional files in 4-color (CMYK) format for general use and output similar to the flat TIFFs.

**Variations/Sizes:** Tag and No Tag in large, medium and small sizes. (6 total files.)

**Filename Example:** med-nt-3d.tif = Medium, no tag (nt), 3-D (3d)

**Summary** (for all TIFFs): Use these files for any documents that will be sent to an offset printing facility for 4-color printing (newsletters, for example), for documents that may be printed on more than one type of desktop/office printer, and for documents that will be printed directly from Office or desktop applications to a non-PostScript printer. *TIFF files can also be used in PowerPoint.*

**3. Joint Photographic Experts Group (JPG):** Located in the **JPG** folder, these files are used for on-screen display, primarily via the Internet or through presentation programs such as PowerPoint®. Because they are intended for viewing on a screen, they have a very low resolution (72dpi) and are not recommended for high quality printing tasks. (We’ve all seen what happens when we capture an image from a webpage and try to drop it into a document and print it!) All JPG files are in 3-D format.

Because of their low resolution, JPG files are also less flexible when it comes to re-sizing them in some applications. Therefore, the file name of each file indicates the display size of the file, in pixels (see below). The “Image Placement and Manipulation in MS Office” section has more information about re-sizing JPG files.

**Variations/Sizes:** Tag and No Tag (all 3-D), sized by pixel width. (14 total files. Smallest file with tag is 325 pixels, smallest no tag file is 150 pixels.)

**Filename Example:** 3d-425.jpg = 3-D (3d), 425 pixels wide (includes white space/shadow area)

**Summary:** Use these files for web pages, PowerPoint® presentations, and CD-ROM screens.

**4. Bitmapped (BMP):** Located in the **BMP** folder, these are black and white versions for use when a bit-mapped graphic file format is needed. Primary uses may include: embroidery, screen printing, trade show graphics, etc.

**Variations/Sizes:** Tag and No Tag in large, medium and small sizes. (6 total files.)



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**Filename Example:** BW-med.BMP = Black & white (BW), medium (med)

**Summary:** For use when requested by 3rd party vendors and/or specialty printers, etc. Can also be used to create solid color, black and white artwork for xeroxing or 1-color printing. Also useful for creating fax cover pages for use with fax/modem programs.

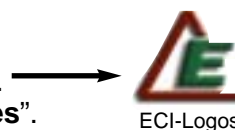
## Installation

**Now that you know about the different ECI LOGO FILES and their uses, let's get them installed on your computer or network and start using them!**

The following directions will guide you through copying the basic logo files to your system. You may also decide to make the documentation or other supporting files available as well. Installing these “extras” on your system is optional - you can always access them from the CD-ROM, if needed. To install the basic logo files, you'll need about 21 megabytes (Mb) of disk space on your hard drive. Adding the documentation will require an additional 8 Mb, and a full installation will require approximately 81 Mb. For most users, we recommend that you install only the the logo files and documentation on your local hard drive. Supporting files (Illustrator® or PhotoShop®) should only be opened and modified by operators experienced in using these programs. **Detailed instructions (with screen views) are available on the QuickStart module that launches when you insert the CD-Rom into your computer (or click on [QuickStart.htm](#)).**

### Basic Installation (PC)

1. Insert the **ECI Logos** disc in your CD-ROM drive.
  2. Double click on the “My Computer” icon on your desktop.
  3. Open the disc by right clicking the **ECI Logos** icon and selecting “Open”.
  4. You will see several file folders – locate the folder labeled “**ECI Logo Files**”.
  5. Right click on the “ECI Logo Files” folder, and then click on “Copy”.
  6. Return to your desktop and double click on “My Computer” again - this will open a new window.
  7. Double click on your “C:” drive, and then double click on “My Documents”.
  8. From the task bar at the top of the “My Documents” window, select “Edit” and “Paste”.
- (At this point the files on the CD should begin copying to your hard drive. You can also drag & drop.)



Additional Item Installation – Additional items that can be installed as needed include:

- Documentation - An Adobe Acrobat® (PDF) version of this guide and the Adobe PostScript fonts used to create your logo are stored in the “Documentation” folder.
- PowerPoint® - Sample PowerPoint® pages with JPG logos pre-placed, including a special “footer” page are available in this folder.
- Acrobat Reader® - The file needed to install Acrobat Reader® version 5.0 is located in this folder. We recommend that you install Reader® directly from the CD, rather than copying the installation file to your hard drive. Open the Acrobat Reader folder and double click the only file in the folder to begin installation.
- Adobe Illustrator® and PhotoShop® files - are found in the folders of the same name. These files are the working files that were used to create your final logo files, and we recommend having a qualified graphic artist open and modify them.

To copy any of the above items to your system, repeat steps 5 through 8 above. We recommend copying the folders into the “ECI Logo Files” folder on your hard drive, so that they will be identified with the logo files.

***If you encounter problems copying or installing files, or have any questions during installation, please call Scriptoria at 301-527-1645 for free support.***

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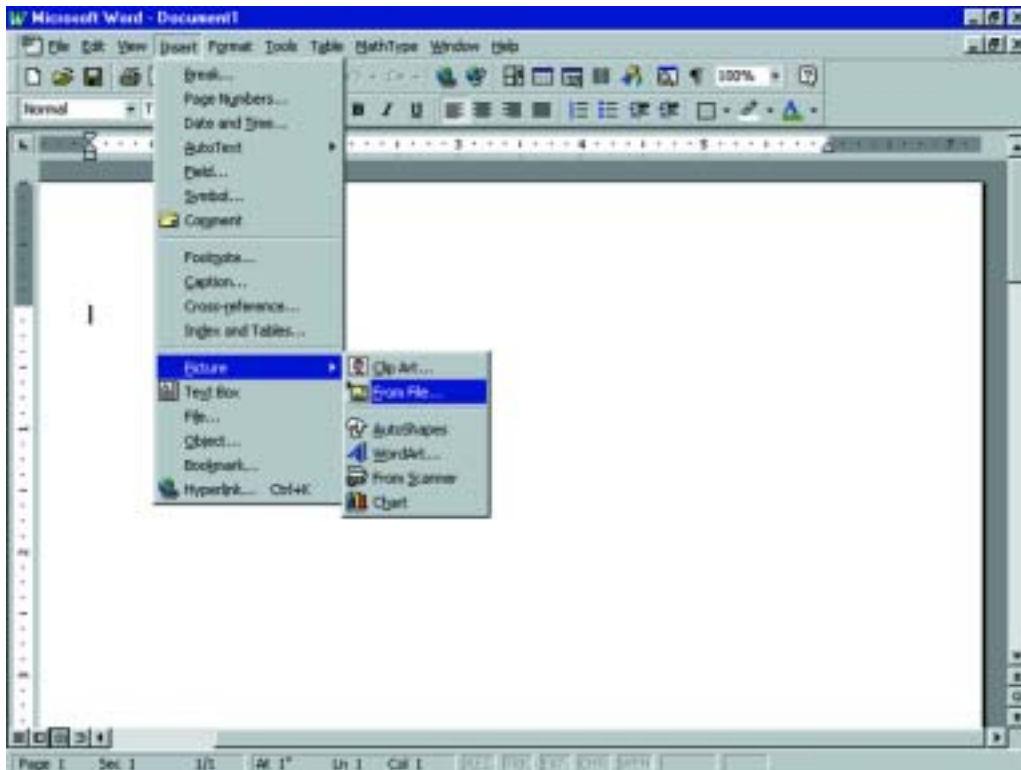
# Image Placement and Manipulation in MS Office®

Providing information about placing your logo files in every type of application available would be an endless task. In this section, we'll give you some basic information about placing your logo in Microsoft Office® applications, and general guidelines for sizing your logo in whatever applications you use.

## Placing Graphics in Office®

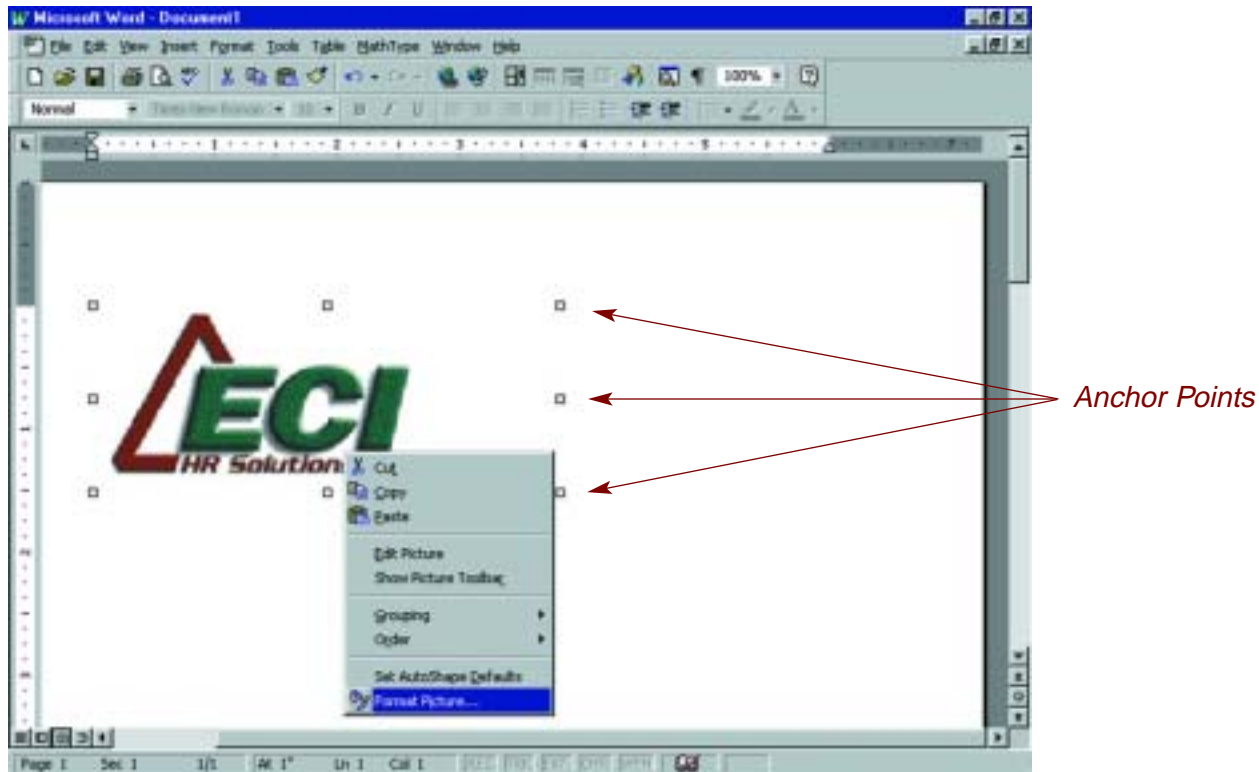
The following steps can be used to place your logo graphic in all of the applications in Microsoft Office®, including Word®, Excel® and PowerPoint®. The menus and options are the same in all of the applications.

1. Open a new or existing Office document.
2. Place the cursor in the location where you wish to insert the logo into the document.
3. On the toolbar at the top of the screen, click on "Insert", "Picture", "From File", as shown below.

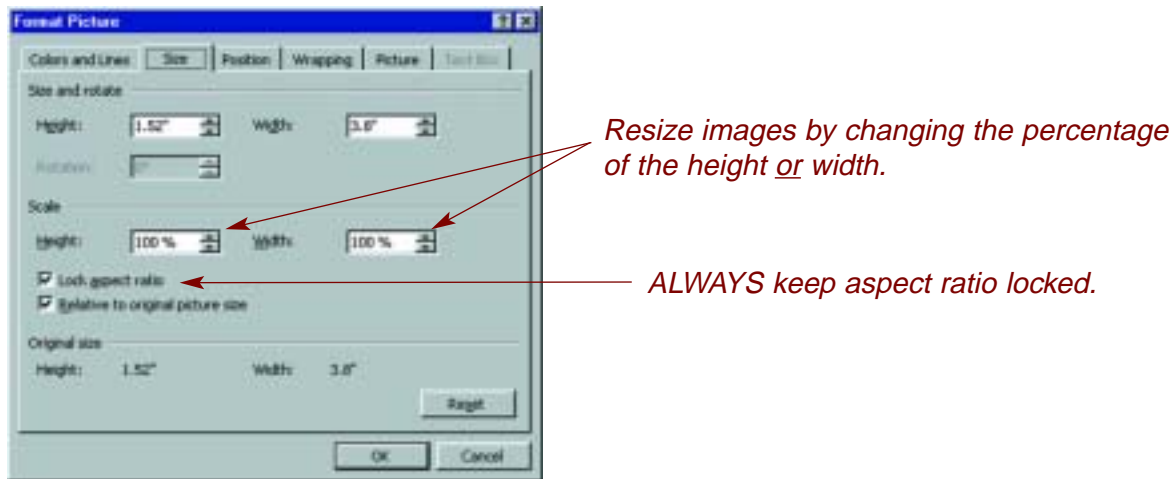


A standard file selection window will appear. (Microsoft products will generally default to the "My Documents" folder.) Double click on the "ECI Logo Files" folder, and then select the folder and file you wish to use. A preview of the logo will be displayed, and you can use this to confirm your selection before inserting it into the document.

4. To resize the logo, right click on the image, and select “Format Picture”, as shown below.



A box with multiple tabs will appear, like this:



Click on the “Size” tab, and change the value in the “Height” or “Width” window under “Scale” to enlarge or reduce the logo. **IMPORTANT NOTE: Make sure that the “Lock aspect ratio” box is ALWAYS checked—otherwise your logo may only be resized in one direction, creating a distorted image.** The percentages shown in the Height and Width windows (under Scale) should ALWAYS be the same. Click OK to resize the image, and repeat these steps as necessary to fine tune the size of your logo.

These instructions apply when placing print (EPS or TIFF) graphics in Word and Excel files, or when placing JPG (or TIFF) graphics in PowerPoint. **Do NOT resize a graphic by dragging or moving it’s anchor points - incorrect display or printing of a distorted logo can result.**

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## Using Logo Graphics - General Information

1. As a rule, print graphics (EPS or TIFF files) should not be enlarged more than about 5%. It is usually better to reduce a larger file than it is to enlarge a smaller file.
2. If you're not sure how a graphic will be reproduced, use TIFF files. Use EPS files when you know the file will be printed on a PostScript printer or an imagesetter, or if you are creating a PDF file of your document.
3. JPG graphics that are being used in **PowerPoint** presentations can be resized with a great deal of flexibility, either by enlarging or reducing. TIFF files may also be used in PowerPoint, but not on webpages.
4. JPG files that are used as web page graphics should be not be reduced or enlarged, if at all possible. If a JPG image must be resized, it should be reduced, and never more than 50 pixels. *Aspect ratio must be maintained, either by manually inserting the correct height and width values, or by proper manipulation of the page generation software.*

## Color Notes

There are three basic color configurations that you need to be familiar with to ensure consistent reproduction of your corporate identity symbols: RGB (Red/Green/Blue), which is the basic color system of computer screens, LCD projectors, and television sets; CMYK (Cyan/Magenta/Yellow/Black), which is the basic system of 4-color printing, inkjet printers (and the Phaser 850 printer in your office), and "Spot" color, which is the term for 2-color offset printing using inks mixed through the Pantone Matching System (PMS).

The different logo formats available to you have already been converted to the appropriate color pattern: JPG files are in RGB format, Phaser and TIFF files are in CMYK, and Standard EPS files are set up as PMS (Spot) colors. Some desktop publishing program programs and many printer drivers are designed to automatically convert from one color format to another—which explains how you can use spot color or RGB files in a document and have it print correctly to your inkjet or Phaser printer.

### Why is it important for you to know about color types?

Because you may wish to create text, bullets or other elements that match the colors in your corporate identity symbols. To match colors correctly, you need to know how to create custom colors in the program you are using, which logo files you are using, and how the document will be displayed or output. The general specifications on page 2 list the different color "mixes" needed to produce the correct shades for screen output, Phaser printing or offset printing (use these values when matching TIFF files).

### Microsoft Office Applications

The 2000 versions of Office applications (specifically **Word**, **Excel** and **PowerPoint**) now have the ability to create custom colors. Creating custom colors will allow you to match your corporate colors precisely, and apply those colors to text, borders, boxes and other elements in your documents and PowerPoint slides. At present, only RGB color specifications are available—however, these colors will reproduce well on most printers, including the Phaser. Use the RGB values on page 2 for the color you want to create, and enter them under the Custom tab in the Colors dialogue box. **NOTE: The RGB mix for "ECI Green" when printing to the Phaser is NOT the same as the Web/PowerPoint RGB Green. Use R=10, G=82, B=63 when creating documents in Word or Excel for output to the Phaser.**

For complimentary colors, we recommend using Dark Blue (Navy) or Grey 50% for emphasis in your Word and Excel documents. These colors are a good compliment to the ECI colors. A lighter shade of green might also look nice—don't be afraid to experiment with screen values (percentages) as well. Be careful when using percentages of ECI Red, though—it may "go pink" on you.



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## Color Consistency

Everyone in your organization should have access to a printed copy of your letterhead, to be used as a guide to the correct colors. Documents that are printed should be compared to the letterhead for color match, using different file types and printer settings.

What happens if you just can't get something to print right on your brand new inkjet or color laser printer? If you've tried everything you can think of, call your account representative. We may be able to suggest a few things you haven't tried, and if we can't help solve the problem with our "tech support" hat on, we'll supply you with a color test file and then generate customized logo files as needed.

## Creating Acrobat® PDFs

If you're already using Acrobat, then you can skip the next two paragraphs. Otherwise, it will give you a good overview of this powerful communications tool.

Adobe Acrobat® PDF (Portable Document Format) files are a good way to share documents with many people on a variety of computer systems. PDF files are an exact reproduction of your documents, formatted in a way that allows them to be viewed and printed on PC, MAC or Linux systems—all from the same file. End users are able to view and print PDFs by using Adobe's Acrobat Reader® software. Reader is free, and available for downloading at [www.adobe.com](http://www.adobe.com). A copy of the installation file for version 5.0 of Reader is also included on your CD-ROM.

To create and modify PDF files, you'll need the complete Acrobat suite of programs. A single use copy generally runs about \$250, and includes all of the programs needed to create, modify and index collections of PDF files. PDF files can be distributed via E-mail, FTP, web page, or any storage media. Many printing companies and service bureaus can now accept PDF files for film output and/or printing, which allows you to see what you are sending to them before they begin creating expensive film and plates.

If you are planning to use Acrobat (or already using it), there are a couple of things you should keep in mind:

1. Always print to a PostScript file and use Acrobat Distiller to create the final PDF. Using PDFWriter may create files that lack the necessary fonts or other information to allow all users to accurately display and print your document.
2. When Distilling PostScript files, you may want to adjust the Job Options to allow for text and graphic compression. This will give you smaller, more manageable files.

*Additional support and training for any of the products mentioned in this Guide is available through Scriptoria. Let us help you get the most out of the tools and technology you've already invested in.*