

HOW TO FIND THE RIGHT LOGO TO USE:

PRINT/EPS, PDF

SPOT COLORS



FOUR-COLOR PRINTING (CMYK)



BLACK



NEGATIVE



GRAY



LOGO DISPLAY:

S C , C M Y K , R G B



B L A C K



N E G A T I V E



G R A Y



E M B O S S I N G



SCREEN/EPS, PDF, PNG, JPG, WMF

COLOR (RGB)



BLACK



NEGATIVE



GRAY



EMBOSSING / EPS, PDF

EMBOSSING



COLORS

RED

PANTONE 185 CMYK
0/100/100/0 RGB
225/10/20 HEX
#E10A14

GRAY

PANTONE 431
CMYK 30/10/0/55
RGB 112/123/132
HEX #707B84

BLACK

CMYK 0/0/0/100

RGB 0/0/0

NEGATIVE/WHITE

CMYK 0/0/0/0

RGB 255/255/255

GRAYSCALE

CMYK 0/0/0/55

RGB 146/146/146

NOMENCLATURE

FILE F O R M A T

.eps = Encapsulated PostScript (scalable vector file (InDesign, Illustrator, QuarkXPress))
.pdf = Portable Document Format (scalable vector file (InDesign, Illustrator, QuarkXPress))
.png = Portable Network Graphics (transparent pixel graphics (PowerPoint, Word))
.wmf = Windows Metafile (scalable vector file (PowerPoint, Word))
.jpg = Joint Photographic Group (pixel graphics (PowerPoint, Word))

COLOR VERSION

SC = special color
CMYK = four-color printing
Black = black
negativ = white
grau = grayscale
RGB = RGB color space