

hansonjobs.co.nz

Logo Development Specifications Document



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Client Contact and Billing Details









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hansonjobs.co.nz - Logo





	PANTONE Black 0/0/0/100
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HANZON Logo Specifications

The logo can only be used in the prescribed “horizontal format” and should always be reproduced exactly from either electronic files or reproduction bromides.

*No attempt should be made to re draw or substitute typefaces.

Colours

Where possible, and when reproduction medium allows, this is the correct use of the monogram.

Monochrome

Preferred version for single colour reproduction, internal word processing and photocopying.



Reversal

When printing in colour on a dark or photographic backgrounds, logotype should be reversed to white.

NB: Never surround the logo with white box or white keyline.

When printing in black and white on a dark or photographic backgrounds, logotype should be reversed to white.

Logo Formats and Colours

		Colour formats			
		CMYK	RGB	Process	Black / white gray scale
Shape Based Logos					
.eps	210x 100mm				
.ai	210x 100mm				
.cdr	210x 100mm				
.swf	210x 100mm				
.pdf	210x 100mm	✓	✓		✓
Pixel Based Logos					
	Res				
.jpg	300 dpi	✓	✓		✓
.gif	300 dpi				
.bmp	300 dpi				
.tiff	300 dpi				

These File formats can be use for: Stationary - Printed & Digital, Signage Digital RGB, Vinyl PROCESS, Web HTML RGB, Web Animation - Flash RGB, Printing: Press CMYK, Ink Jet RGB, Photocopying - CMYK & B&WEmbroidery

Colour formats

Spot color

Can be reproduced in economical spot color printing

CMYK

C (cyan) M (magenta) Y (yellow) and K (Black).
Can be reproduced in conjunction with other CMYK images (i.e.: color photographs). Suitable for photocopiers, off set printing and other CMYK printers

RGB

R (Red) G (Green) B (Blue) colors & used in electronic publishing and printing on inkjet printers.

Black / white gray scale

For continuous tone black & white. Suitable for black and white photocopying and faxing.

File formats

BITMAP (PIXEL) FILE FORMATS

Electronic reproduction files. Not editable or scalable (enlargement). Suitable for viewing on screen and fixed resolution printing.
Supplied as .JPG, .GIF and .TIF files.

PDF (SHAPE) (Portable Document Format)

The Pdf with shape files is a cross platform printable version of stationery art. Perfect for in-house printing/color proofing. Can be scaled indefinitely with out loosing quality.
Supplied as .PDF