

LOGO FILE USAGE GUIDE



When determining which logo to use, ask yourself these questions.

- 1. What is the final destination of the logo?**
I.e. professionally printed flyer, website, etc.
- 2. What color version is required?**
While full color is usually preferred, that isn't always an option.
- 3. Am I sending the logo to someone and do they require a certain file type?**
If you aren't sure what they need, ask for their file specifications.

DECODING THE FILE NAMES

FILE NAME SYNTAX

CompanyName_Logo_Colors.FileExtension

Ex: 1809Design_Logo_CMYK.png

COLORS

CMYK Full Color used for Printing

RGB Full Color used for Screen
or Desktop Printing

PMS Pantone Matching System also known
as Spot Color

Numbers (i.e. 1815, 280) These represent specific
PMS colors

W All White

K All Black

Gray Grayscale

FILE EXTENSIONS & USAGE

.PNG Screen/Web or Desktop Printing with a
transparent background

.PDF Screen, Professional Printing or Desktop
Printing with a solid background

.TIF Professional or Desktop Printing with a
solid background

.EPS Desktop Printing, Professional Printing or
Designer. Transparent background. Also
called vector format.

.AI Professional Printing or Designer.
Transparent background. Requires
Adobe Illustrator, or a program that can
read this format, to open file. Also known
called vector format.

OTHER

Web Suitable for online

NP Network Partner version

CYRA Connecting You to Rural America version

LOGO COLORS



PMS 280 C | **C 100 M 85 Y 5 K 22** | **R 1 G 33 B 105**
HEX/HTML 012169



PMS 423 | **C 22 M 14 Y 18 K 45** | **R 137 G 141 B 141**
HEX/HTML 898D8D

ADDITIONAL INFORMATION

1809
DESIGN

The accompanying logo files were prepared by 1809 Design. Should you have questions or need a specific file type that is not included, please contact cinnamon@1809Design.com or 515-989-1809.

Note: Some terms listed above may not be used in your specific logo files.
