



ActivTrak | Logo Library

Your logo library contains:

00. This "Read Me" document
01. Horizontal version of your logo
02. Vertical version of your logo
03. Symbol
04. Type only (very limited use; available in black and white and spot colors only)

Your logo library is made up of several file types. The differences are outlined below so that you know what type to use, and when.

EPS files (vector artwork that's infinitely scalable and does not lose resolution – these are what a vendor would want, and the "official" artwork). EPS files include several versions:

- **Pantone color (these are the specific "spot" colors for offset printing)** – you will use these versions with vendors for swag and other items that do not include full-color photos or additional colors. Your logo is beautifully designed as both three-color or one-color, which makes it very cost-effective for using official Pantone colors. Pantone colors will always be the most "true" to the look we're going for with very vivid print quality.
- **CMYK (process color for regular use/digital printing)** – you will use these most for professional reproduction when printing along with other colors/photos or when printing digitally, however in many applications the Pantone versions above will be preferred by vendors, especially as your logo is very simple. By nature, CMYK mixes will never be quite as vivid as the actual Pantone colors since they are an additive process of Cyan, Magenta, Yellow and Black.
- **RGB web/on-screen** – it's unlikely that you'll need these, but they're here just in case and utilize a specific RGB color profile as set within Adobe Illustrator.
- **Black and white** – you will occasionally need a plain black or white version of your logo, such as when running a newspaper ad, or reversing the logo out of an image.

JPG files (for regular office use, etc.)

- **CMYK high-res** color formula mixes (for letterheads, flyers, etc.)
- **RGB screen-res** color formula mixes (for emails, website, etc.)

PNG files (these have a transparent background)

- These are all in RGB as they're primarily used for on-screen use
- You will notice that these are only available in screen-res as they are primarily used in digital applications or presentations
- You can use these with a color background as they have a transparent background/no border (for web, video, PowerPoint, etc.)