Children's Cove LOGOS

Children's Cove logos are available in horizontal and vertical layouts and in a full range of file formats available for a variety of applications. Some formats may only be opened with the application used to create it. Many of these, however, may be placed or imported into common layout programs (Word, InDesign, etc.)

Common File Formats and Usage

EPS - source files (sometimes referred to as vector files) created in Adobe Illustrator. Opening these files requires Illustrator, but they can be imported into layout programs. High quality.

GIF - compressed format for onscreen use only. Low resolution (not for print).

JPG - compressed format, good quality, smaller file size. These can be used for print when .TIF, .PSD, or .EPS is not an option.

JPG (web) - compressed format, low resolution (not for print), good quality, smaller file size. This is a common format for many onscreen uses (web, e-newsletters, etc.).

PDF - high quality portable format, very similar to EPS files, can be viewed by anyone with Acrobat Reader. These can also be opened in Illustrator.

PNG - compressed format, low resolution (not for print), good quality, smaller file size, common format for several on-screen uses (web, e-newsletters, etc.).

PSD - hi-resolution image source files, high quality.

TIF - hi-resolution image files, high quality, can be imported into layout programs for print.

TIPS

– Good choices for inclusion in print pieces (letterhead, invoices, etc.) are .EPS, .JPG (non web version), and .TIF

– For onscreen uses, good choices are .JPG (web version), .PNG or .GIF

– Scalable graphics (also known as vector graphics) are .EPS and .PDF formats. These should be used whenever logo will be used larger than the actual size of the logo file provided. They may be enlarged with no loss of image quality.

How to choose color format

Spot color refers to the PMS (Pantone Matching System) colors used to create the logos. These are used only when printing using PMS color inks (2-color business card, brochure, etc.). You are using specific color inks.

CMYK refers to the printing process which uses a combination of 4 inks (cyan, magenta, yellow, and black) to simulate thousands of colors. This process would be used, for example, to reproduce a color photo to achieve its full range of color.

RGB refers to how color is displayed on a screen. On screen colors are made up of a combination of 3 colors (red, green, blue) to achieve a wide range of colors.