LOGO GUIDE

FOR PRINT AND WEB OUTPUTS

College of Agricultural and Environmental Sciences logos and instructions are available for download at caes.uga.edu/unit/occs.

Primary color palette

BULLDOG RED
CMYK 3.100.70.12
RGB 186.12.47
HEX #BA0C2F
Pantone 200

ARCH BLACK
CMYK 0.0.0.100
RGB 0.0.0
HEX #000000
Pantone black

CHAPEL BELL WHITE
CMYK 0.0.0.0
RGB 255.255.255
HEX #FFFFFF
Pantone white

Please discontinue all use of any other logos.

As inventories expire, please update materials one of these new logos. The Arch is still a registered trademark of the University of Georgia and cannot be used as a logo element.

The logos must not be altered in any way. The components of each logo cannot be separated from one another or rearranged in any manner. Never use the shield alone. Do not slant, distort, add drop shadows or cover the logo with other graphics or words. Don't distort or stretch the logo out of its original shape and proportion.

Questions? Contact the CAES Office of Communications and Creative Services at **caesoccs@uga.edu.**

HORIZONTAL LOGO (H)

UNIVERSITY OF GEORGIA
EXTENSION

VERTICAL HORIZONTAL (VH)

UNIVERSITY OF
GEORGIA
EXTENSION

Both the Horizontal and the Vertical Horizontal versions also have options with Master Gardener type on them. The folder names for those are HT (Horizontal. type) and VHT (Vertical-Horizontal.type).

VERTICAL (V)

UNIVERSITY OF GEORGIA
EXTENSION

Anatomy of a file name

UNIT (MASTER GARDENER) — FILE FORMAT

EXTENSION-MG-FC.EPS

LOGO ASSOCIATION — COLORWAY

Alternate colorways solid black (2CB), full color reverse (CW) and solid white (W), as well as **full color (FC),** are included in your packet.

What's the deal with all of these file formats?

EPS files: An EPS is a **vector** file. Vector files are based on geometry and can be infinitely resized. Professional printers and designers require EPS files because they can be enlarged with no loss in quality. Design programs, like Adobe Illustrator, are required to open and edit an EPS, but an EPS can be imported into many document types (see list at right).

JPG files: JPG files are **raster** files, which means that they are comprised of pixels and have size limitations. When you change the size of a JPG, you alter the pixels, which can result in a blurry, pixelated image. JPGs are not transparent and always have a background, often in the form of a white box.

PNG files: Like JPGs, PNGs are **raster** files comprised of pixels and limited in size, but PNGs have transparent backgrounds.

RECOMMENDED FILE FORMATS

DOCX PPTX PUB XLS

Microsoft Suite
EPS, PNG or JPG

Web
PNG or JPG

Email
PNG

Printed materials, promotional items and publications
EPS

Embroidery
EPS