LOGO FILE FORMATS: HOW AND WHAT TO USE

FOR ON SCREEN

Logo - Horizontal

File Types	.ai	.eps	.jpg	.png

Logo - Stacked

File Types	.ai	.eps	.jpg	.png

Use any of these files for on-screen or digital display use (website, powerpoint, projected presentations, etc). The .jpg files will be sufficient for most usages. The .png files have a transparent background if the logo needs to be placed on an image.

■ Use the highlighted for most on-screen purposes

FOR PRINT : COATED PAPER

Logo - Horizontal

File Types	Spot color (PMS):	.eps	.ai	Four color (CMYK):	.eps	.ai

Logo - Stacked

File Types	Spot color (PMS):	.eps	.ai	Four color (CMYK):	.eps	.ai

These files were built in both four color (CMYK) and spot color (PMS) versions for printing purposes only. This set is built for optimizing printing on coated paper or surfaces (typically brochures, banners, etc).

Your vendor will typically tell you which file format they will need.

■ Use the highlighted for most print purposes

FOR PRINT : UNCOATED PAPER

Logo - Horizontal

File Types	Spot color (PMS):	.eps	.ai

Logo - Stacked

File Types	Spot color (PMS):	.eps	.ai

These files were built in both four color (CMYK) and spot color (PMS) versions for printing purposes only. This set is built for optimizing printing on uncoated paper or surfaces (typically stationery, but sometimes brochures and collateral).

Your vendor will typically tell you which file format they will need.

ONE COLOR VERSION : BLACK

Logo - Horizontal

File Types	.ai	.eps	.jpg	.png

Logo - Stacked

File Types	.ai	.eps	.jpg	.png

These are the one color (black) version of the logo. The logo is comes in two options: 100% black or constructed from tints of black to recreate the color gradient. The logo can and should be reproduced on screen in color, so these are primarily for printing purposes (labels, internal forms, etc).

Also included are files of the reversed logo (white with transparent background).These reversed versions also have tint options which are transparent to show the underlying color.

LOGO FILE FORMATS: ORIENTATIONS

NelDerm Logo - Horizontal

Reversed

NelDerm Logo - Stacked

NelDerm Logomark only