▶ PROOF SHEET

Designer: Elicodesign - Elena Jekova
Project: Logo for Artridge - Retro Games
Client: Eddy Rashed

Colors: web

 # 000000

R: 0
G: 0
B: 0

 # ED2941

R: 237
G: 41
B: 65

Colors: print

C: 0
M: 0
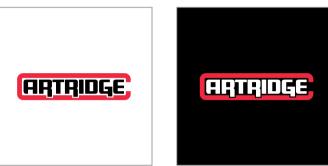Y: 0
K: 100

C: 0
M: 96
Y: 75
K: 0

CMYK colors should use for full color printing, magazine ads, and for use on any materials that you intend to print from your own desktop color printer, i.e, invoices, receipts, letters, etc.

RGB colors should use for web purposes, i.e. on your website or in your email.

GRAYSCALE should use when your logo is included in the newspaper or in the Yellow Pages, or on any black and white laser-printed materials.

▶ LOGO - FULL COLOR

Logo color version
on white background

Logo color version
on dark background

▶ ICON - FULL COLOR

Icon color version
on white background

Icon color version
on dark background

▶ LOGO - BLACK & WHITE

Logo black version
on white background

Logo white version
on dark background

▶ LOGO - BLACK & WHITE

Icon black version
on white background

Icon white version
on dark background

Logo white version
on red background

Icon white version
on red background

Final deliverables:

AI: Vector file format. Allow logo to be scaled up and down without loss of quality. It can be imported into all major programs, and is often the file of choice for printing. Its native program is Adobe Illustrator.

PDF: Vector file format. RGB color mode. Its native program is Adobe Acrobat but you can also open it via Adobe Illustrator or Adobe Photoshop.

JPG: Raster file format. RGB color mode. Use on WEB.

PNG: Raster file format. RGB color mode. Use on WEB. Transparent backgroung.