Your IFMA Chapter Logo

Guide to the Logo Packet files

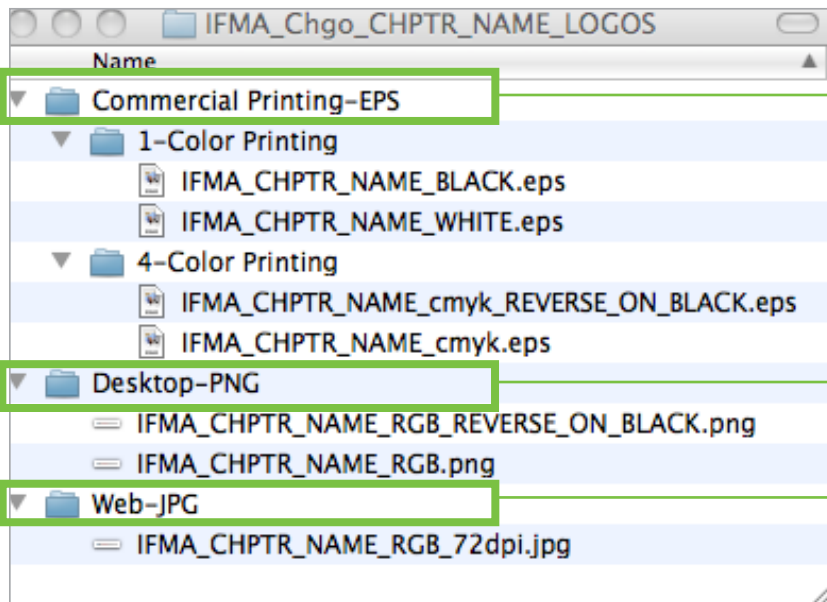## Explanation of File Formats

IFMA_Chgo_CHPTR_NAME_LOGOS
Name ▲
▼ 📁 Commercial Printing–EPS
▼ 📁 1-Color Printing
📄 IFMA_CHPTR_NAME_BLACK.eps
📄 IFMA_CHPTR_NAME_WHITE.eps
▼ 📁 4-Color Printing
📄 IFMA_CHPTR_NAME_cmyk_REVERSE_ON_BLACK.eps
📄 IFMA_CHPTR_NAME_cmyk.eps
▼ 📁 Desktop–PNG
▭ IFMA_CHPTR_NAME_RGB_REVERSE_ON_BLACK.png
▭ IFMA_CHPTR_NAME_RGB.png
▼ 📁 Web–JPG
▭ IFMA_CHPTR_NAME_RGB_72dpi.jpg

Commercial Printing Folder

These EPS files are to be used for all commercial print and advertising materials.

Print the logos on a white or light valued background. Use the reverse or white logos for printing on black or dark valued backgrounds.

Use black logos to print in black and white and use the CMYK logos to print 4-color materials.

These files may be scaled to any size but must not be skewed or modified in any way.

Desktop Folder

These PNG files have a transparent background and are best suited for PowerPoint and Microsoft Word and PowerPoint files. All files within this folder may be scaled smaller (not larger) but must not be skewed or modified in any way.

Web Folder

These JPG files are to be used for web applications or email signatures. All files within this folder may be scaled smaller (not larger) but must not be skewed or modified in any way.

Visual Reference

IFMA_Chgo_CHPTR_NAME_LOGOS

Name

▼ 📁 Commercial Printing–EPS
   ▼ 📁 1–Color Printing
     📄 IFMA_CHPTR_NAME_BLACK.eps
     📄 IFMA_CHPTR_NAME_WHITE.eps
   ▼ 📁 4–Color Printing
     📄 IFMA_CHPTR_NAME_cmyk_REVERSE_ON_BLACK.eps
     📄 IFMA_CHPTR_NAME_cmyk.eps
▼ 📁 Desktop–PNG
   IFMA_CHPTR_NAME_RGB_REVERSE_ON_BLACK.png
   IFMA_CHPTR_NAME_RGB.png
▼ 📁 Web–JPG
   IFMA_CHPTR_NAME_RGB_72dpi.jpg