

# **COLORS**

HEX #4D8B48 CMYK 45% 0% 48% 45% PANTONE 7741 C HEX #AC2833 CMYK 0% 77% 70% 33% PANTONE 1805 C HEX #E6E6E6 CMYK 0% 0% 0% 10% PANTONE 663 C

HEX #000066 CMYK 100% 100% 0% 60% PANTONE 2748 C HEX #FFFFFF
CMYK 0% 0% 0% 0%

# **FONTS**

SPACE AGE

PIRULEN RG

## **Questions? Help?**

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We are here to help before, during, and after the logo creation process.

## FILE FORMAT INFORMATION

### AI, EPS Industry-Standard Vector Files

- Al and EPS vectors scale infinitely without any loss of quality.
- Used by designers, printers, and creators of secondary products such as clothing, bags, or other "swag".
- The designer will reduce the file to curves or outlines. This means that your file does not have embedded text that can be edited.
- Typically not viewable on most computers or devices unless special software is installed.

#### **PDF Vector File**

- Can be used in similar applications as AI & EPS.
- Easy to view on most computers and devices.

### **SVG Vector File**

- SVG vectors scale infinitely without any loss of quality.
- Are typically used on websites, but can be used in many other applications.
- Can be be viewed on most devices by opening in your web browser.

#### **PNG**

- Stored in pixel, dots, bitmap, or raster format and does not scale larger without degrading.
- Easy applications for social media, websites, desktop printable documents, etc.
- Standard size will be 1000x800 pixels.
- Easy to use and viewable on any device.

### COLOR INFORMATION

Three different types of colors have been included:

**RGB** is primairly used for screens.

**HEX** is interchangable with RGB and used for the web.

CMYK is for print applications.

**PANTONE** is for print applications and helps keep color consistent over different applications such as print materials, clothing, signage, etc.