Logo Styles

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Logo Colors

CMYK: 52/5/36/0
RGB: 123/193/176
Hex: #7BC1B0
Print: Pantone 2905

CMYK: 50/14/100/0
RGB: 144/177/62
Hex: #90B13E
Print: Pantone 376

CMYK: 69/63/62/56
RGB: 54/53/53
Hex: #363535
Print: Pantone 5395

About Colors

CMYK and Pantone

These are the colors that you will use if you want to print your logo. Pantone colors are spot colors; this means that they are very precise mixes of ink that will be printed the same way no matter where you go. In other words, the color will always be exact—but it will also be more expensive. CMYK is the standard for printing, but different printers may yield different results. There are also many Pantone colors that cannot be printed as vividly in CMYK.

RGB and Hexadecimal

These are the colors that display best on screen. RGB should be suitable for most of your needs, but if you are building a website and want your colors to match, you can use the corresponding hexadecimal color code.

Greyscale: When to do it

Greyscale is usually used for quick prints or faxes. Note that any color document you fax (or print on a non-color printer) will be automatically converted to greyscale—but the generated greys might be too dark or light. In this case, it is best to use the proper greyscale version of the logo.

Logo Typefaces

Frutiger 87 Extra Black Condensed

FACEPLANT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%

Frutiger 56 Italic

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%

About Resolution

Vector versus Raster

Raster images are made out of pixels, or tiny dots. If you resize a raster image, these pixels become distorted and the image doesn't look too pretty. They are fine to use, but you should generate a new raster image for each size necessary. Vector images, on the other hand, are mathematical paths; they can be sized up or down to your heart's content without losing any quality. However, these cannot be as easily displayed online. The included files come in both raster format (JPG, PSD) and vector format (AI).

DPI

Dots per inch dictate how clearly something prints. Ever notice how a picture you print out from the internet doesn't have the highest quality? Most screen images are 72 dpi, and print-ready images are around 300 dpi. If you plan on printing letterheads, brochures, or anything where quality is important, make sure to use a high-resolution image or a vector so everything looks crisp; if you are putting your images on a website, use 72 dpi images so the files can load faster.

Contact the Designer

How to Contact Me

Email: stephymiehle@gmail.com
Phone: (312) 970-0209

Sending me an email is the most reliable way to reach me. Either way, I'm available to help out if you have any questions.

Thanks for the opportunity!

Stephy