

LOGO ELEMENTS

The EFCTS logos can be used in a few flexible options depending on the application. Be sure to keep in mind the size of the logo application when choosing the right one to use.

If you are unable to find a version that fits your needs or application, contact the Communications Department for assistance.



Vertical Logo



Horizontal Logo

EASTLAND -FAIRFIELD CAREER & TECH

Type Lockup

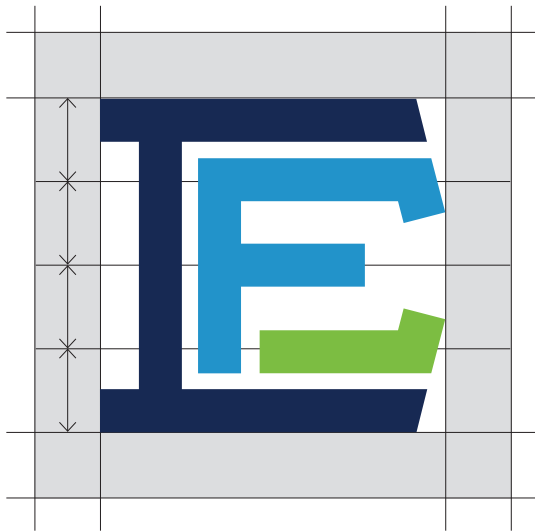


Badge



Mark

LOGO CLEARSPACE



When laying out the logo mark use 1/4 the height of the logo, to allow enough clearspace.



When laying out the full logo, use the height of the headline text, to allow enough clearspace.

WHAT NOT TO DO

This guide has all of the logo iterations you should need. Do not modify or manipulate the logos in any way. Consistency is the key to a recognizable brand identity.



X Change the colors



X Change the arrangement



X Rotate the logo



X Add an effect



X Stretch the logo



X Change the logotype



X Add elements



X Make the logo an outline

UNDERSTANDING FILE FORMATS

Raster Image Files

Raster images are constructed by a series of pixels, or individual blocks, to form an image. **JPEG** and **PNG** are raster image extensions. Every photo you find online or in print is a raster image. Pixels have a defined proportion based on their resolution (high or low), and when the pixels are stretched to fill space they were not originally intended to fit, they become distorted, resulting in blurry or unclear images. **In order to retain pixel quality, you cannot resize raster images without compromising their resolution.**

JPG - Joint Photographic Experts Group

JPEGs might be the most common file type you run across on the web, and more than likely the kind of image that is in your company's MS Word version of its letterhead. JPEGs are known for their "lossy" compression, meaning that the quality of the image decreases as the file size decreases.

You can use JPEGs for projects on the web, in Microsoft Office documents, or for projects that require printing at a high resolution. Paying attention to the resolution and file size with JPEGs is essential in order to produce a nice looking project.

PNG - Portable Network Graphics

PNGs are amazing for interactive documents such as web pages, but are not suitable for print. While PNGs are "lossless," meaning you can edit them and not lose quality, they are still low resolution.

The reason PNGs are used in most web projects is that you can save your image with more colors on a transparent background. This makes for a much sharper, web-quality image.

Zoomed-in Raster image



Vector Image Files

Vector images are far more flexible than raster images. They are constructed using proportional formulas rather than pixels. **EPS, SVG, AI** and **(vector based) PDFs** are perfect for creating graphics that require frequent resizing. Your logo and brand graphics should have been created as a vector, and you should always have a master file on hand. The real beauty of vectors lies in their ability to be sized as small as a postage stamp, or large enough to fit on an 18-wheeler!

PDF - Portable Document Format

PDFs were invented by Adobe with the goal of capturing and reviewing rich information from any application, on any computer, with anyone, anywhere. I'd say they've been pretty successful so far.

You can view it without any design editing software (as long as you have downloaded the free Acrobat Reader software), and they have the ability to use this file to make further manipulations. This is by far the best universal tool for sharing graphics.

EPS - Encapsulated Postscript

EPS is a file in vector format that has been designed to produce high-resolution graphics for print. Almost any kind of design software can create an EPS.

The EPS extension is more of a universal file type (much like the PDF) that can be used to open vector-based artwork in any design editor, not just the more common Adobe products.

AI - Adobe Illustrator Document

AI is, by far, the image format most preferred by designers and the most reliable type of file format for using images in all types of projects from web to print, etc.

Adobe Illustrator is the industry standard for creating artwork from scratch and therefore more than likely the program in which your logo was originally rendered. Illustrator produces vector artwork, the easiest type of file to manipulate. It can also create all of the aforementioned file types.

SVG - Scalable Vector Graphics

SVG is a platform for two-dimensional graphics for the web. It supports scripting through languages such as ECMAScript and has comprehensive support for animation.

SVG is used in many business areas including Web graphics, animation, user interfaces, graphics interchange, print and hardcopy output, mobile applications and offers a range of support in many authoring tools.

Zoomed-in Vector image

