

Logo Rules

CONGRATULATIONS!

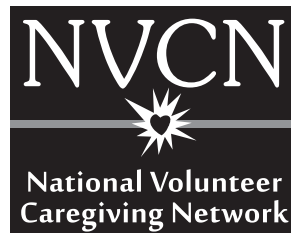
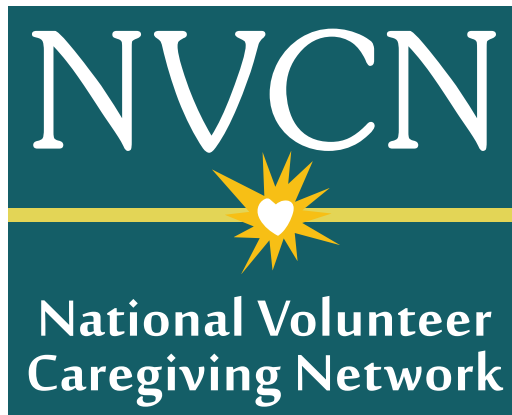
Your logo is complete and colors have been selected. Accompanying this document you were given various files that are comprised of different sizes and color or black and white.

UNDERSTANDING THE FILE NAMING

[NVCN]	If the letters are lower case followed by a dash [nvcn-], the logo is your horizontal logo. There will also be a [logo-H] in the name to remind you.
[logo]	These files are your final formal logo with both the icon and text.
[icon]	These files are set up with a square format instead of a rectangle. Often used for social media.
[1x3] [250x250 px]	This is the size of the logo. The measurement is in inches if nothing is specified, and pixels if "px" is listed. Generally the web images use the pixel measuring and the print files use inches.
[BW] [C]	This specifies whether the logo will be in color or black and white.
[print] [web]	This specifies whether the logo should be used for printed materials or web/digital based materials. The pixels per inch is drastically different so please use them appropriately.
[T]	If this is in the name, then the logo does <u>not</u> have a background color (white) applied to it.

RULES FOR USING YOUR LOGO

- **Please use the correct logo for the correct application.** For example, logos that are formatted for print have a higher resolution (pixels per inch) than logos formatted for digital uses. This makes the file size larger and in some cases too big to be used effectively online. On the other hand, logos that are formatted for digital use do not have enough pixels for print. This means that they will usually print blurry or have a choppy look. The exception to this is when using Microsoft products like Word or PowerPoint. Those programs do something to format web-resolution images as print and it usually does a decent job of it.
- **Image sizes.** Please use the image that most closely represents the final size you are looking to use it for. If you need to scale or change the size of the image, always remember to scale down and never up.
- **Logo-FINAL.pdf.** The .pdf that you were given with your final logo and official colors is what goes to any designers you may work with in the future to ensure that they have your company's correct colors.
- **A lot of files.** Yes you have been given a lot of logo files. This is to ensure that you already have a logo file created and exported correctly for almost every situation you may find yourself in. You will probably only use 3-5 on a regular basis, but please do hold onto the other files for future use.



NVCN Font
JasmineUPC

**National Volunteer
Caregiving Network Font**
Sakkal Majalla Bold



Teal
Pantone 5473
C: 91 M: 49 Y: 49 K: 24
R: 6 G: 93 B: 103
#065D67



Light Gold
Pantone 610
C: 13 M: 9 Y: 80 K: 0
R: 226 G: 212 B: 86
#E2D456



Bright Gold
Pantone 7408
C: 3 M: 25 Y: 100 K: 0
R: 246 G: 190 B: 22
#F6BE16