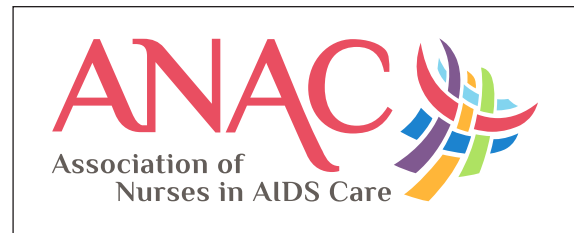


Coated



Uncoated








## Understanding Paper and Ink

The surface of paper can absorb and reflect light depending on its texture, density and coating. Traditionally, paper is available as either coated or uncoated, with several other options available under those two categories. You may hear these two options referred to as either glossy (for coated stock) and dull (for uncoated stock).








In order to achieve the best color consistency when using both coated and uncoated papers for your branded materials, two sets of Pantone Matching System® (PMS) colors have been selected. The PMS colors and CMYK color formulas below have been selected according to how light is reflected or absorbed by the surface of the paper. On-screen, the uncoated versions of your logo appear and actually are lighter than the coated versions. This is done intentionally to compensate for the smaller amount and less saturation of ink needed to achieve the same color on a coated stock.

Confused? Don't worry. Your graphic designer and most commercial printers are very familiar with these color builds and will understand these formulas based on Pantone® Color Bridge.

### For Coated Paper

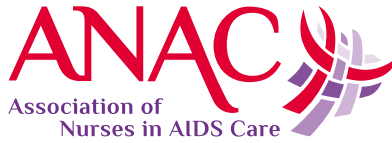
Color	PMS	C	M	Y	K	R	G	B	HEX
 Red	199	00	100	72	00	237	25	68	ed1944
 Purple	526	73	100	00	00	106	44	145	6a2c91
 Gold	7409	00	31	100	0	253	183	20	fdb714
 Green	375	46	00	90	00	150	202	79	96ca4f
 Lt Blue	2975	34	00	05	00	162	220	237	a2dced
 Dk Blue	285	90	48	00	00	00	119	190	0776be
 Black	Pantone Black	00	00	00	100	35	31	32	231f20

### For Uncoated Paper

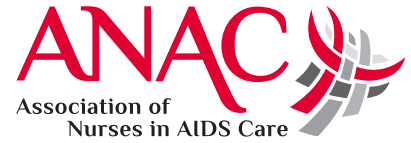
Color	PMS	C	M	Y	K	R	G	B
 Red	199	00	96	80	00	238	44	60
 Purple	526	56	79	00	00	131	84	162
 Gold	7549	00	22	100	00	255	199	09
 Green	374	31	00	67	00	184	216	124
 Lt Blue	2975	34	00	05	00	162	220	237
 Dk Blue	285	70	30	00	00	69	149	209
 Black	Pantone Black	00	00	00	100	35	31	32



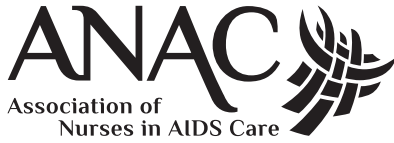
1 Color (Red) – PMS 199



2 Color (Red & Purple) – PMS 199 & 526



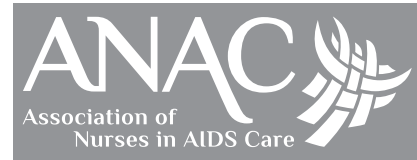
2 Color (Red & Black) – PMS 199 & Black



1 Color (Black) – Black



1 Color – Grayscale



1 Color (White) – Reverse

## Understanding File Formats and Color Modes

Understanding color modes and which file format to use in various applications is the first step in achieving accurate resolution and color reproduction. Please follow these general guidelines when using your logo.

In commercial printing situations, you have two options when selecting a color mode: PMS spot color or four-color process (CMYK). Use files with an EPS or TIF extension as your file format.

If you are printing to a color copier, laser or inkjet printer, you will have more flexibility in choosing different file formats and color modes, however you may lose some control over the color accuracy based on the quality and accuracy of your printer. As a general rule, Microsoft Office applications work best with JPGs and TIFs, whereas Adobe Creative Suite applications prefer TIF and EPS files. Resolution for printing should be at least 200 dpi, with 300 dpi being standard for commercial printing.

All artwork used online and in digital applications such as PowerPoint should be at least 72 dpi and the color mode should be RGB. Most likely, you will use the JPG version of your logo for these instances, and the PNG version if a transparent background is preferred.

### File Formats & Common Uses

- .eps** Preferred file format for logos. It is a vector file which allows for scalability and crisp reproduction.  
*Ideal for professional design programs such as InDesign and Quark, commercial printing and signage.*

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- .tif** Appropriate for commercial and desktop printing, this format is a raster file and cannot be scaled larger without a breakdown in resolution (pixelation).  
*Ideal for Microsoft programs and inkjet printing; acceptable for professional design programs such as Quark / InDesign and commercial printing.*

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- .jpg** Perhaps the most commonly used file format, it is appropriate for online use and desktop printing with Microsoft applications.  
*Ideal for video graphics, digital and online use; may also be used for Microsoft programs (including Powerpoint), and desktop printing (300 dpi) and large format printing (150 dpi).*

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- .png** Commonly used online as an alternative to JPG files when a transparent background is required.  
*Ideal for online use and for Microsoft applications for desktop printing (300 dpi).*

### Color Modes

- PMS** Pantone Matching System – a standardized color system that printers and designers use to communicate information about a specific color.  
*Ideal for spot color printing situations such as screen printing for clothing, or corporate identity systems utilizing specific colors as part of a branding initiative.*

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- CMYK** Full color printing (sometimes referred to as process color or four color), consisting of cyan, magenta, yellow and black.  
*Ideal for digital and offset printing. If using more than two spot colors within a document to be printed offset, it may be more cost-effective to convert Pantone colors to CMYK.*

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- RGB** Additive color mode representing red, green and blue light. Monitors, televisions and other digital displays use RGB to reproduce a broad array of colors.  
*Ideal for digital and online use, as well as Microsoft programs. It may be used for desktop printing (300 dpi) and large format printing (150 dpi), as these printing devices can convert RGB to CMYK.*

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- HEX** A 6-digit color value consisting of numbers and letters.  
*Used for websites and other online content.*