

Come to Discover. Stay for the Charm.

Logo Usage Guidelines



The following guidelines help to ensure and maintain consistency in logo quality and reproduction.

- Logo should always be scaled to keep the (horizontal) and (vertical) dimensions consistent to avoid distortion.
- Always use the logo against a white (or very light) background to maintain consistency and legibility.
- Always maintain an area of isolation around the perimeter of logo so as not to be obscured by competing elements.
- Repeated photo-copying of logo should be avoided to ensure sharpness and quality.
- Never alter or use logo in such a way that does not maintain original design, type, color and proportions.

Use the following files as recommended.

JPEG – 72dpi

This file is low-resolution (RGB) and is used for digital media, (i.e. website, email).

JPEG – 300dpi

This file is high-resolution (CMYK) and is used for digital and offset printing, (i.e. brochures, advertisements, flyers, small posters, etc.).

JPEG – (B&W) 300dpi

This file is high-resolution (Grayscale) and is only to be used for printing that is single-color, black & white, (i.e. newsprint, flyers, etc.). It is recommended that the color version be used at all times if possible.

PDF

This file is high-resolution (CMYK) and is used for digital and offset printing, (i.e. brochures, advertisements, flyers, small posters, etc.).

EPS

This file is high-resolution, (CMYK) and is used for any large-scale reproduction including signage, banners, large posters, etc.). Please provide separate to printer if unable to open. Use PDF for position only.