

The Clifford School Logo Instruction Set revised 01.07.10

To maintain a consistent level of quality in the reproduction of this mark, always use the electronic art provided. Do not attempt to recreate the logo on your own. Always enlarge and reduce the logo proportionally.

Please refer to color sections for further color usage.

If you have questions or additional logo requirements which are not addressed in this document, email Laura Bauer at support@hitanvil.com for assistance.

The Default Logo of Choice

The preferred logo is the 2 color Clifford Logo.



The 1 color Clifford Logo of Choice

The preferred single color to reproduce the Clifford logo is PMS 281.



The 2 color Clifford Logo on a Dark Background

PMS 281 is a dark blue. If printed on a black or dark background, the blue areas of the logo will not be legible. In such cases, use the 2 color logo designated for dark background (2color_ondkbbkg_clifford.eps, tif, jpg). PMS 281 has been replaced by PMS279 and the word "school" is knocked out of the gold banner to reveal the background color beneath.



Note: Small Logo Reproduction

If you will be reproducing the logo at a very small size and the type "school" is become difficult to read, please contact support@hitanvil.com for a custom logo for your specific needs.

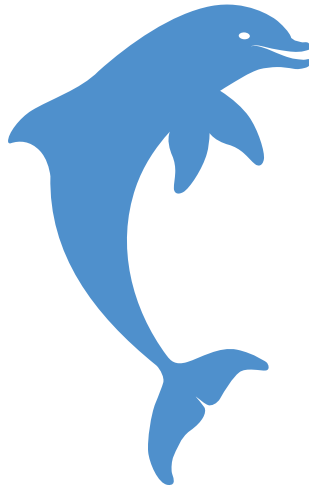
The Clifford School Dolphin

Please refer to color sections for further color information.

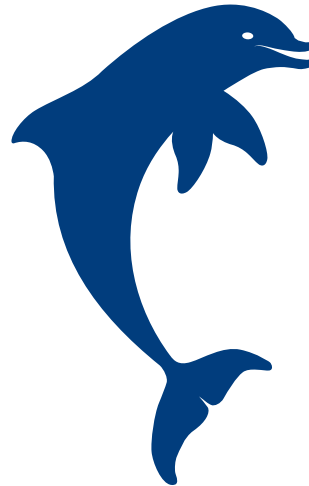
If you have questions or additional logo requirements which are not addressed in this document, email Laura Bauer at support@hitanvil.com for assistance.

Our Playful Mascot, the Dolphin

The dolphin is printed in 1 color, either PMS 279 or PMS281. We have provided each color option in .eps, .jpg and .tif file formats. Please refer to the file format instructions page if you are unsure of which to use.



PMS 279



PMS 281

Logo File Formats: What Are They, What to Use and When

To understand what type of logo format to use and when, please read through the following file designations. Note that these formats are not acceptable for all applications and uses, so it is imperative that you select the logo format suitable to your specific project.

If you have questions or additional logo requirements which are not addressed in this document, email Laura Bauer at support@hitanvil.com for assistance.

.eps (Encapsulated PostScript)

This is the optimum file type to provide to graphic designers and other vendors for printing i.e. banners, mugs, T-shirts, collateral, etc. The eps files provided to you are Adobe Illustrator files saved as .eps files. These logos can scale up and down indefinitely without appearing jagged (pixelized) or blurry. Users without Adobe Illustrator will not be able to open these logos as it is intended that they be placed into another application and sized there. Use files named with the extension ".eps".

.tif (Tagged Image File)

This is the preferred format for Microsoft Word or PowerPoint (PPT) presentations. Use files named with the extension ".tif".

.jpg (Joint Photographic Experts Group)

This format can compress images up to a 500:1 ratio, thereby making it the best format for full-color photos on the Web. It is also a good format to use in PowerPoint when importing a photographic (raster) image. The downside of jpg is that it removes image data, and will continue to with each successive generation of the file; therefore, avoid making revisions to a jpg file and re saving it again as a jpg. Use files named with the extension ".jpg".

.gif (Graphics Interchange Format)

A Webmaster/programmer will use an Adobe Illustrator file to make their own gifs since specific usage information is required in order to make the gif. This format is the best to reproduce a logo (or any flat color graphic) on the Web and to utilize a transparent background. gif files may also be animated. We have not supplied logos in this format since it is only intended to be used for a specific purpose and size.

Color Instruction Set

To maintain a consistent level of quality in the reproduction of this mark, always use the electronic art provided. Do not attempt to recreate the logo on your own. Always enlarge and reduce the logo proportionally.

Please refer to color sections for further color usage.

If you have questions or additional logo requirements which are not addressed in this document, email Laura Bauer at support@hitanvil.com for assistance.

Spot Colors (PMS/Pantone colors) for Printing (.eps files)

This standardized set of custom spot colors is the preferable way to print your logo. When using spot colors, always have your vendor match to Pantone swatches during production. Note that spot colors printed on uncoated paper will vary slightly from those printed on coated paper.



PMS 1375



PMS 281



PMS 279

4-Color Process (CMYK) for printing (.eps files)

Cyan (C), magenta (M), yellow (Y) and black (K) are the four process colors that are used to create full color images in print. Colors are simulated by the use of screen values of dots and combinations of the CMYK colors. When printing 4-color process your logo is printed using a specified set of screen values. The supplied .eps logos can be automatically be converted to CMYK colors.



C0 M40 Y90 K0



C100 M72 Y0 K32



C68 M34 Y0 K0

RGB Colors for online and on screen use (.jpg or .tif files)

These are the colors that your monitor utilizes to make up full color images. RGB (red, green, blue) values have been carefully selected to closely match your logo's PMS colors; however, they will never look exactly the same. RGB colors vary from computer to computer based on monitor calibration.



R250 G166 B52



R0 G62 B126



R81 G145 B208