

COLOR NOTES FOR LOGOS

Logo Package

Please note the package will contain three sub-folders:

- 1) Print (CMYK)
- 2) Digital (RGB)

CMYK and RGB denote color space. CMYK will be used for anything that will be printed whereas RGB will be used for any screen/digital application.

We've noted these for you, so if a vendor/printer asks for any RGB files to be converted to CMYK, you'll know what to provide, as it's often hard to determine the difference, unless you have the software to differentiate the color space or it's labeled in the file name.

We've labeled each file type accordingly because even the black versions of your logos will output differently in each color space (both are black – they just don't display as richly).

File Types

- **EPS***
A vector-base file, infinitely scale-able, transparent background – often times vendors/printers will request this file format because the quality remains in-tact when scaling or re-sizing.
- When previewing a white EPS file, sometimes it appears to be a solid white rectangle, however, when opening or placed with the right application, the logo will display properly.
- **PNG**
Like a JPG, but this will have a transparent background, so it can be placed on any background, dark or light.
- This file type is note infintely scalable, though larger sizes have been provided in the zip files on the Good Hope website.
- See the brand book for notes regarding which logo works best on what background.

****An EPS file, in most cases, are universally accepted and should be all you should need for your projects. However, let us know if you have any questions or need additional formats.***