

WHAT'S INSIDE

WHICH FILE TO USE

FOR PRINTERS ----- EPS
 FOR DESIGNERS ----- EPS
 POWER POINT --- PNG / JPG
 WORD ----- PNG / JPG
 EXCEL ----- PNG/JPG
 EMAIL ----- PNG
 WEB ----- PNG / JPG
 BANNERS/SIGNS ----- EPS
 PUBLICATIONS ----- EPS
 EMBROIDERY ----- EPS
 VIDEO / MOVIE ----- EPS

NAME1 - NAME2



**UNIVERSITY OF
GEORGIA**
First Level Name 1
Second Level Name 2

NAME2 - NAME1



**UNIVERSITY OF
GEORGIA**
First Level Name 2
Second Level Name 1

HORIZONTAL / EXTREME HORIZONTAL (-H-)



First Level Name 1
Second Level Name 2
UNIVERSITY OF GEORGIA



First Level Name 2
Second Level Name 1
UNIVERSITY OF GEORGIA



FULL COLOR (-FS)



BLACK (-1CB)



RED (-1CR)



COLOR REVERSE (-CW)



WHITE (-W)

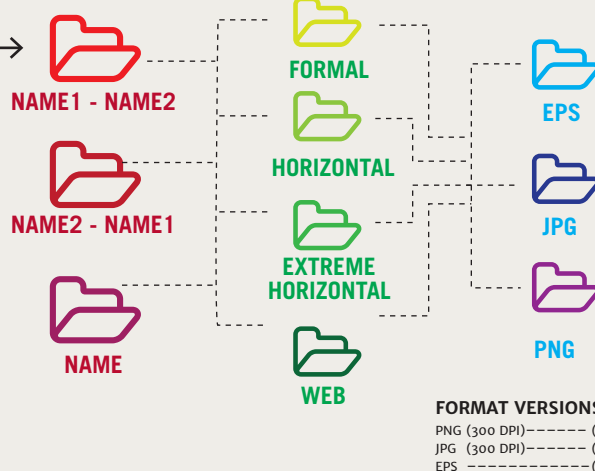
USE FOR

FOR SCREEN



Web
 Digital Devices
 Power Points
 Online & Emails
 Electronic Newsletters
 Videos / Movies

OPTIONS CONFIGURATIONS FILE FORMATS



* LOGO SETS AND FILE STRUCTURES ARE BASED ON THE OPTIONS AND CONFIGURATIONS USED TO CREATE YOUR SETS AND MAY DIFFER FROM THE EXAMPLES SHOWN HERE.

EPS

An EPS file is a vector file of a graphic, text or illustration. Because it is vector it can easily be resized to any size and can be edited in virtually any design program. Printers and designers often require EPS files because they can be enlarged to nearly any size without any loss in quality.

JPG

JPG files are primarily for use on monitors and TVs. Used extensively on most web based platforms and applications. Can be compressed to lower file size (and speed up download over the internet). Cannot be used larger than 100% of original image size. ALWAYS features a background color. Difficult to edit.

PNG

PNG files feature a transparent (clear) background. Great color accuracy (though blends or gradients may "band" with lower bit rate files.) Cannot be used larger than 100% of original image size though reduces well.

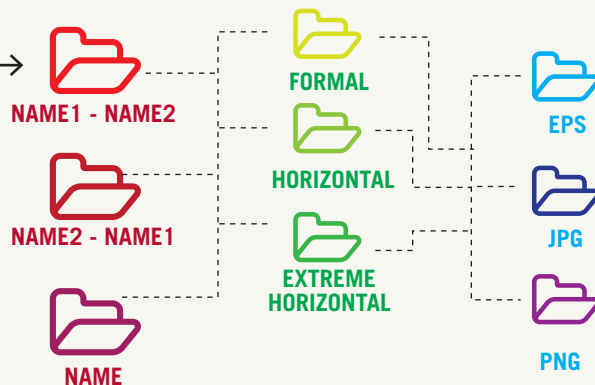
USE FOR

FOR PRINT



Posters
 Publications
 Silkscreening
 Magazines
 Promotional Items
 Banners/signs
 Embroidery
 Silkscreening

OPTIONS CONFIGURATIONS FILE FORMATS



If you are ordering or printing material that requires a BULLDOG RED, please convert the red to process CMYK (C-3; M-100; Y-70; K-12 or 3/100/70/12) This build is listed in the visual style guide as CMYK for print. Name the swatch either PANTONE 200 UGA (our logo color swatch) or BULLDOG RED in your color palette. When submitting your order, please include these instructions in your spec sheet to your printer:

All CMYK builds or conversions should be 3 / 100 / 70 / 12 if labeled PANTONE 200 UGA or BULLDOG RED.

Any red in your color palette not labeled PANTONE 200 UGA or BULLDOG RED cannot be guaranteed to be printed in our red unless these stipulations are met.