



GUIDELINES & INFORMATION

This document will provide basic guidelines for the use of the World Animal Day logo and general knowledge about the various file formats provided. Adhering to these guidelines will allow for consistent and coordinated communications by standardizing the logo's use.

LOGO DESIGN

The World Animal Day logo consists of three parts:

- The Symbol
- The Name
- The Date

The design consists of three separate elements. Do not move, stretch or change any of these elements from the current design. The logo should always appear in its original proportions. Do not condense, expand or distort the logo beyond these specific dimensions. The primary object is consistency.



COLOR USAGE

Whenever full color is available, the use of the 2 color logo is preferred. When the use of a 1 color logo is necessary, the dark green is preferred but black or white is also acceptable depending on print restrictions.



The logo may be used on white, a solid color or a photographic background. When using a photographic background make sure that the logo sits in a white box so the image doesn't compete with the readability of the World Animal Day logo.



Examples of the Primary Full Color logo on white, a solid color background, and a photograph.



Examples of the Black 1 Color logo on white, a black background, and a grayscale photograph.

THE EXCLUSION ZONE

It is imperative that the logo be placed in a white box (unless it's on a white background). When it's on a color or photographic background, it needs space around it to give it presence. This is illustrated by the dotted rule surrounding the logo to the right.



COLOR BREAKDOWNS

CMYK (Cyan, Magenta, Yellow, Black - 4 color process for print)

LIGHT GREEN: 80 c . 7 m . 100 y . 1 k
DARK GREEN: 88 c . 42 m . 74 y . 37 k

PMS (Pantone Matching System - spot color for print)

LIGHT GREEN: PMS #362
DARK GREEN: PMS #343

RGB (Red, Green, Blue - for web)

LIGHT GREEN: 38 r . 165 g . 73 b
DARK GREEN: 17 r . 86 g . 68 b

HEX (Hexadecimal numbers - for web)

LIGHT GREEN: #29a648
DARK GREEN: #115544



TYPEFACES

The typefaces used in the logo are Conduit Light and Conduit Bold and are slightly modified.

UNACCEPTABLE USES OF THE LOGO:

Do not change the original colors of the full color version.



Do not display the full color logo with a line, box, et al. around it.



Do not display the full color logo against a full color photograph or overly busy or colorful background without a white box.



Do not crop the logo so that the letters are not legible.



Do not change proportions of elements



Do not angle, tilt or flip the logo



Do not change typefaces or try to create your own



ACCEPTABLE ADAPTATIONS AND TIPS ON USAGE

It is always recommended to use the logo as is. If a situation arises where the dimensions do not allow full impact, **it is highly recommended that you consult a designer to creatively solve the issues without compromising the identity.**

A narrow, vertical dimension and a square dimension is often required for online promotions such as web banners and social media profile pics. The two examples (to the right) are acceptable adaptations of the logo and are included in your File Formats Package (in RGB formats only) and should be used for these specific situations.



OCTOBER 4

COLOR DESCRIPTIONS

It is essential to use the correct color file in all corporate materials in order to be consistent. Digital file formats of the World Animal Day logos are supplied in the following color modes:

CMYK

CMYK refers to the printing inks used in four-color process printing. Cyan, Magenta, Yellow and Black are the colors used to print full color publications (i.e. magazines). These four colors can be combined and printed to emulate a wide number of other colors.

PANTONE MATCHING SYSTEM

Color systems were developed to ensure consistent color for design purposes. The most common of the spot color standards is the Pantone Matching System or, PMS as it is more commonly known. All of the modern image-editing, vector-drawing and page-layout programs come with a full library of thousands of Pantone colors as part of the program.

RGB

Red, Green and Blue (RGB) are the colors that computer monitors and televisions use. Images on the internet are in RGB mode or a variation of it called indexed color.

When scans are created they are, by default, in RGB; RGB images divide the information into three “channels” (one for each color) while CMYK photo files divide the color between four “channels.” Therefore, CMYK images are bigger files and take up more space.

Remember that colors fluctuate on different monitors due to diverse calibration, monitor brands and you are actually looking at it in RGB (Red, Green and Blue) – the electronic standard, rather than the printing standard CMYK (Cyan, Magenta, Yellow and Black). Therefore, color will vary from monitor to monitor. For best color accuracy, images should be in the color mode of its final use – CMYK for color printing and RGB for on-screen viewing.

GRAYSCALE

Grayscale images have no color, incorporating black, white, and up to 256 shades of gray. In print design, a grayscale graphic image appears to be black, white, and shades of gray, but it only uses a single color ink.

FILE FORMAT DESCRIPTIONS

It is important to have a basic understanding of the various graphic formats and extensions, which are commonly used both in print and electronically. Digital file formats of the World Animal Day logos are supplied in the following standard file formats:

.AI

(Adobe Illustrator) AI is a proprietary file format developed by Adobe Systems for representing single-page vector-based drawings. The .AI filename extension is used by Adobe Illustrator.

.EPS

(Encapsulated PostScript) It is possible to change any element in a vector graphic at any time since each element is stored as an independent object. Vector graphics are also typically smaller than a bitmap file containing the same image. EPS files cannot be manipulated (as easily) once they have been rasterized/pixelated (flattened). An EPS file can contain any combination of text, graphics and images. Since it is actually a PostScript file, it is the most versatile file format that is available. EPS files can be generated by all drawing applications as well as most layout applications. It is the best file used to scale the logo without degrading the image.

.PDF

(Portable Document Format) PDF is an open file format created and controlled by Adobe Systems, for representing two-dimensional documents in a device independent and resolution independent fixed-layout document format. PDF files do not encode information that is specific to the application software, hardware, or operating system used to create or view the document. This feature ensures that a valid PDF will render exactly the same regardless of its origin or destination.

.GIF

(Graphics Interchange Format) GIF is a bitmap image format is widely used on the World Wide Web due to its wide support and portability. The format supports up to 8 bits per pixel for each image, allowing a single image to reference its own palette of up to 256 different colors chosen from the 24-bit RGB color space. It also supports animations and allows a separate palette of up to 256 colors for each frame. These palette limitations make the GIF format less suitable for reproducing color photographs and other images with continuous color, but it is well-suited for simpler images such as graphics or logos with solid areas of color.

.TIF

(Tagged-Image File Format) This is one of the most widely supported file formats for storing bit-mapped images. TIF graphics can be any resolution: black and white, gray-scaled or color. *Pantone is not supported in this format. TIF is strictly used for bitmap data. This is a rasterized/pixelated format, meaning that it is flattened and cannot be re-sized or manipulated like vector-based graphics. The format supports LZW compression, a lossless compression method that does not discard details from an image.

.JPG

(Joint Photographic Experts Group) A JPG is a color image compression technique that reduces file sizes by eliminating redundant or unnecessary image data for digital viewing purposes. While this is one of the most commonly used image file formats on the Web, it should NOT be used for printing projects as the color quality is compromised in the compression process.

DIGITAL FILE FORMATS

