

# What's in your logo?

**Need to supply your logo as artwork? Here's a handy guide for the best results.**

## Our logo looks a bit funny...

Every company needs one and we all know how important it is for an organisation to be instantly recognisable from this little bit of a graphic and/or text which sits on the letterhead and the website. **But many employees don't give it a second thought - until they need the artwork.**

Large corporations have departments or agencies dedicated to fastidiously controlling the supply and reproduction of their corporate logo(s). And rightly so. We'd all notice if the Orange logo looked, well, more rough Rust than fresh Citrus.

Other businesses can't afford that sort of resource and they shouldn't need it with a bit of good housekeeping. Alas it is often the case that the **original artwork** has been lost by the wayside and all that exists is a small jpeg once retrieved from the website. And sometimes that small jpeg *is* the original artwork.

### Small jpegs, large problems

Remember that a jpeg is a compression technique. Implicit in the compression process is a degradation of quality in order to generate a smaller file size. Levels of breakdown vary but with an array of computer programs and staff involved you could end up with a rather tatty company ID.

### Size does matter

If you grab your logo off your website it's dimensions are fairly small - 2 or 3cm wide perhaps. And its resolution, that is, '**dots per inch**' or 'dpi' is 72. Perfect for websites, monitors, even for your mobile phone if you're that committed an employee. You might get away with using it as artwork for branding pens or other small items but nothing bigger.

The higher the resolution the better the quality. And it doesn't count if you open the jpeg in a program where you can alter the resolution from 72 to 300 and re-save. *You can't add quality once it's been taken away.*

Ink on paper is a much finer 'finish' than pixels on a monitor. If you need your logo for print it has to be around **300 dpi** and with decent dimensions. All the better if it's **scalable** - ideal for posters and exhibition material. Even if your company doesn't produce any kind of brochure, newsletter or information sheet, you may on occasion sponsor or endorse a product or be listed in a directory.

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## ...and the colour is a bit off...

Then there's the matter of colour. It's possible to see millions of colours on your computer or TV screen but essentially they're made up of grades of three colours: **Red**, **Green** and **Blue**, also known as **RGB** mode. (White is all three mixed together and Black is none.) This range of colour includes a very vibrant collection of colours and monitors show these at their very best.

When it comes to printing, the presses traditionally use four ink colours: **Cyan**, **Magenta**, **Yellow** and Black (known as Key in the printing world). Hence the **CMYK** mode. [More advanced presses have six colours and include an Orange and a Green for greater colour precision.] White is conversely no ink coverage at all.

The range - or gamut - of colours for printing is different to that visible on a monitor. For example, you can literally have Electric Blue on a website but it will look much duller in print. On the other hand pastels look great printed.

The upshot is your logo could look quite different when printed. There are many common colours for print and web and it's worth considering this if you are choosing your company ID colour scheme.

## It looks fine on my screen...

### Try it for size

If you are unsure of the quality of your logo and have a suitable program where you can zoom with a magnification tool, try this. Remember 72 dpi is the magic number for web/computer images and 300 dpi is what you're aiming for when printing. A little rough arithmetic: we say that's about 4 times bigger ( $300 \div 72 = 4$ -ish). So zoom in at 400% or even print it out enlarged by 400% and see what it looks like. If it's low quality it will look bad even on your monitor.

## ...but what about the white stuff around it?

So you want your logo reproduced on a non-white background? Professionally created logos are produced in **vector-based** graphics programs. In practice the graphics industry norms are Adobe's Illustrator™ or Macromedia's Freehand™.

Vector graphics 'plot' the co-ordinates of the shapes in your logo so they are always relative in size and only dictate the colours of the shapes and lines and text involved. There is no background (unless one is added); **it's transparent**.

This means you can reproduce your logo over another colour\*, blend of colours or even an image.

The file name of your logo will usually have the suffix '**.eps**' which stands for Encapsulated PostScript. If you think you are saved be aware that not all EPS files are vector-based. Sorry.

\*An exception is if you have a black logo that's on a white background. By saving it as a TIF file you can, in a DTP program, specify the white area to match the rest of the background. It's rather restrictive and the background has to be completely plain.

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## Case study

A small company based in Gloucestershire had lost contact with their graphic designer and their original artwork. All they had was this jpeg (left) which was 18.8 x 18.5mm and 72 dpi. It was fine for some uses but the company hoped to attend a programme of trade shows where they desired more presence. This version of the logo was just not suitable for embellishing their stand with posters and banners, or even used bigger than about 2 centimetres wide, nor could it go readily over a coloured background because of the white edging.



Old logo looks 'pixelly' and has a perimeter of white over the background.

The company approached Kava about recreating the logo. The staff knew that the orange was specific to their company ID and were able to give us the Pantone™ reference. Once recreated in Adobe Illustrator it was then saved in formats for a variety of functions.



New logo appears crisp and smooth, in the correct shade of orange and sits over the coloured background. It can also be used several metres big if required.

*Here are some other logos we've created or recreated:*



It's worth investing in your logo artwork. We can recreate simple logos or design a new one. We'll supply the right formats in the right colours and separations for four-colour process and spot colour printing. We'll also supply a black and white version and a version for your website. You will own the copyright and we can hold them for you or create a microsite for your colleagues to download them whenever they are needed.

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