NFSB 2020 Logo Usage Guidelines

FILE TYPE

• .eps: Can be enlarged or reduced at will. Color mode: 4C-process (CMYK).
  Applications: 4C-process print, signage, merchandising.

•.png: Can be reduced only / High-resolution, transparent background. Color mode; RGB.
  Applications: digital print, imprint, print overlay.

• LR.png: Can be reduced only / Low-resolution, transparent background. Color mode; RGB.
  Applications: Web (website, banners, social) overlay.

•.jpg: Can be reduced only / High-resolution, white background. Color mode; RGB.
  Applications: digital print, imprint, print over white, large size NSOffice.

• LR.jpg: Can be reduced only / Low-resolution, white background. Color mode; RGB.
  Applications: Web (website, banners, social) over white, small size MSOffice.

COLOR TYPE

• CMYK: 4-Color process (cyan, magenta, yellow, black)
• RGB: 3-Color non process (red, green, blue)
• BLK: All black
• GRAY: Shades of black

COLOR SPECS

• RGB: Burgundy – 120 Red / 34 Green / 59 Blue
• CMYK: Burgundy – 36 Cyan / 93 Magenta / 60 Yellow / 36 Black
• PANTONE: Burgundy – 209
• WEB: Burgundy – #78223b