Palmer LTER Logo Guide

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The four variations are listed below. The logo text is Copperplate Gothic Bold and has been converted to outlines (ie. font is not required). The original artwork was created on scratchboard with black ink and subsequently retraced as vector art in Adobe Illustrator. All digital file formats were created in Adobe Illustrator CS2. Archiving digital files is the responsibility of the end-user.

FILE FORMATS PROVIDED FOR END-USERS:
RGB format, ideal for computer, internet, onscreen, home printer use:
 .pdf, .jpg (screen resolution, 72dpi), *.png (medium resolution, 150 dpi), *.wmf (Microsoft 'meta file')^^

CMYK format, ideal for professional printing, product vendors:
 .tif (print resolution, 300dpi), *.eps (resolution independent)

BITMAP format, for "ptler one color", ideal for any one color use, transparent background, not Microsoft compatible:
.bmp (600dpi)

(* no white box)

plter one color.

plter 2 color.

plter full color.

plter 2 color for pms ink printing only

(computer generated color is not accurate to pms ink color)
This file is used only when printing using PMS ink (549U, K(black)
ie. tshirts using 2 colors of ink