Logo Specifications

File naming conventions:

RHDCA-logo-RGB-LR.jpg

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❶ **Brand:** Indicates business name

❷ **Colour type:** CMYK (print); or RGB (web)

❸ **Resolution:** LR (low res) is 72dpi; MR (medium res) is 150dpi; HR (high res) is 300dpi.

❹ **File type:** EPS; PDF; JPG; TIF; or PNG

Downloads: When you download and open the zips, please refer to the file naming conventions above to locate the correct file.

Vector.zip Contains CMYK logo files in the EPS and PDF vector file format. These files are ideal for use in all print communications and for large scale applications such as signage. Editable in Adobe Illustrator or Corel (vector programs).

JPG.zip Contains RGB JPGs in 3 resolutions suitable for use in PPT, web and other electronic media. Editable in image programs such as Adobe Photoshop.

PNG.zip Contains PNGs with transparent backgrounds in 3 resolutions suitable for use in PPT, web and other electronic media. Editable in image programs such as Adobe Photoshop.

TIF.zip Contains a hi-res CMYK TIF suitable for use in MS Word and suitable for print. Editable in image programs such as Adobe Photoshop.