



Color Specifications:

PMS: 254 (Fuschia)

PMS: 2746 (Blue)

PMS: 123 (Yellow)

CMYK:

(Fuschia) c50, m100

(Blue) c100, m90, k5

(Yellow) m24, y100

File size is apx. 5.88 inches wide
in all files.



Color:

PMS: Black 100% with
grayscale screen: 50%



Color:

PMS: Black 100%

Team Phenomenal Hope: Brand Guide

Full Color or Multiple Color Files:

1. TeamPH_CMYK_logo.ai (file names throughout)
2. TeamPH_PMS-3_logo.ai
3. TeamPH_CMYK_logo.jpg
.AI file is original vector file — DESIGNERS ONLY
CMYK = TRADITIONAL OR DIGITAL ONLINE PRINTING ON PAPER STOCK
PMS = PANTONE MATCHING SYSTEM — SOLID INK COLORS FOR ALL KINDS OF PRINTING ON PAPER (COATED OR UNCOATED) OR FABRICS AND OTHER MATERIALS
.JPG is a pixel-based Photoshop file, often asked for for general purposes: **for import into MS Office programs, it is best to use RGB version shown below.**
4. TeamPH_CMYK_logo.eps
5. TeamPH_PMS-3_logo.eps
.eps file is vector file made from .ai — DESIGNERS & PREMIUM MFG. AND CLOTHING SCREEN PRINTING MFG.
CMYK = STACKED "SCREENS" OR MIXED COLORS FOR TRADITIONAL OR DIGITAL PRINTING ON PAPER OR FABRIC.
PMS-3 = 3-color printing file all manufactures like.

MS Office, Online, Digital Media:

6. TeamPH_RGB_logo.jpg
MS OFFICE AND WEB, DIGITAL MEDIA
7. TeamPH_RGB_logo.png (transparent background)
MS OFFICE AND WEB, DIGITAL MEDIA

Grayscale or Black & White Files:

8. TeamPH_Grayscale_logo.ai
TeamPH_Grayscale_logo.eps
TeamPH_Grayscale_logo.jpg
USEFUL IN SOME SINGLE COLOR B&W PUBLICATIONS
USE JPG
9. TeamPH_B&W_logo.ai
TeamPH_B&W_logo.eps
TeamPH_B&W_logo.jpg
USEFUL IN SOME SINGLE COLOR B&W PUBLICATIONS
AND AT FOR VERY SMALL SINGLE-COLOR USE
(ON A PREMIUM ITEM WHEN A TINY SCALE IS REQUIRED)

NOTE: VECTOR FILE IS NOT BOUND BY SCALE: IT CAN BE AS SMALL AS A DIME OR AS BIG AS A HOUSE AND MAINTAIN CLEAN, SHARP EDGES.
A PHOTOSHOP JPG OR PNG IS BOUND BY SIZE — WITH TOO MUCH ENLARGEMENT, IT "PIXELATES" OR LOOSES CLARITY.