



CORE SAMPLE



Change
2006

CORE

Illustrator & Photoshop files and [guidelines](#) for their use

Logos: Guidelines for use

Both Mac and PC versions of each file have been supplied. In order to ensure consistent quality in the use of this logo please follow the guidelines below.

Do not attempt to turn the Illustrator and Photoshop master logos into raster master artwork. Always use the appropriate file format.

We have tried to make it clear in these guidelines which would be the best and most suitable file format for use depending on where you will want to use it. If you have any doubts and require further advice please contact Becta for advice.

Please do not recreate the logo, adjust the proportions or alter the name style.





Allow at least 10mm clear space around the logo in all directions.

The logo can be resized so long as the original proportions are maintained. The logo must not be used smaller than 25mm in height.

The logo should only be used on a plain, very pale background (no more than 20% tint of any colour.) If the background is darker than this the logo should be put in a white box.

Logos: CMYK reference

This information will be required by commercial printers.

	Dark blue	100c	75m	0y	20k
	Light blue	57c	30m	0y	11k
	Green	43c	0m	100y	0k
	Light green	28c	0m	0k	0k



Description

High resolution, cmyk colour, transparent background

File Name

Mac Format: exchange_cmyk_steps
PC Format: exchange_cmyk_steps

This file format is high resolution and can be used in software packages such as Quark Xpress or Photoshop. It would be suitable for use in commercially printed material.

Scaling Permitted

100% (25mm x 4.3mm)



minimum scaling: 43% (size: 25mm x 4.3mm)



Description

300 dpi, cmyk colour, transparent background

File Name

Mac Format: exchange_cms.tif
PC Format: exchange.tif

This file format is recommended for use in software packages such as MS Word or Powerpoint.

Scaling Permitted

100% (25mm x 4.3mm)



minimum scaling: 43% (size: 25mm x 4.3mm)



change 2006

Description

300 dpi, rgb colour, transparent background

File Name

Mac Format: exchange_r...tif
PC Format: exchange...

This file format is meant for use in software packages such as MS Word or Powerpoint.

Scaling Permitted

100% (25mm x 4.3mm)



minimum scaling: 43% (size: 25mm x 4.3mm)

CORE SAMPLE



Description

High resolution, black, transparent background

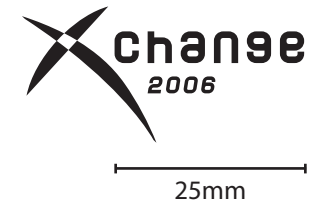
File Name

Mac Format: change_black.eps
PC Format: change_black.ps

This file format is for use in colour or black and white publications. It is high resolution, for use in software such as Quark Xpress or Photoshop. It would normally be used for commercial printed material.

Scaling Permitted

43% (25mm x 4.3mm)



minimum scaling: 43% (size: 25mm x 4.3mm)



Description

300 dpi, black, transparent background

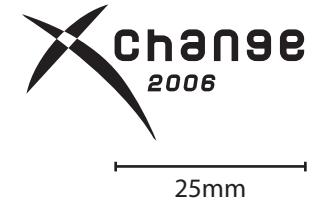
File Name

Mac Format: exchange_black.tif
PC Format: exchange_black.tif

This file format is for use in software packages for publications. It is medium resolution, for use in software packages for presentations, Word, and Powerpoint.

Scaling Permitted

100% (25mm x 4.3mm)



minimum scaling: 43% (size: 25mm x 4.3mm)



Description

High resolution, white

File Name

Mac Format: exchange_white.eps
PC Format: exchange_black.eps

This file format is to be used where the background is darker than a 70% tint or where the background is white. It is high resolution, for use in software packages such as Quark Xpress or Photoshop. It would normally be used for computer printed material.

Scaling Permitted

(size: 25mm x 4.3mm)



25mm

minimum scaling: 43% (size: 25mm x 4.3mm)

CORE

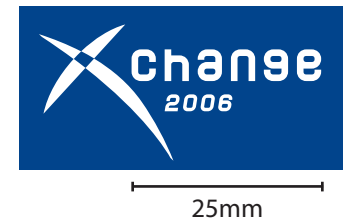


Description 300 dpi, white, transparent background

File Name Mac Format: exchange_white.tif
PC Format: exchange_white.tif

This file format is to be used where the background is darker than a 70% tint or where the background is white and the text is black. It is a high resolution, for use in software packages such as MS Word or Powerpoint.

Scaling Permitted 43% (25mm x 4.3mm),



minimum scaling: 43% (size: 25mm x 4.3mm)

CORE



Description	72 dpi, rgb colour, transparent background
File Name	Web Format: xchange_r... Web Format: xchange... These file formats are... use... web sites only.
Scaling Permitted	100% ... (25mm x 4.3mm)



minimum scaling: 43% (size: 25mm x 4.3mm)

CORE



Description

72 dpi, black colour, transparent background

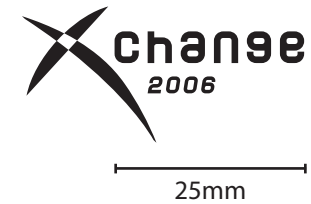
File Name

Web Format: xchange_black_h.jpg
Web Format: xchange_black_h.gif

These file formats are suitable for use on web sites only.

Scaling Permitted

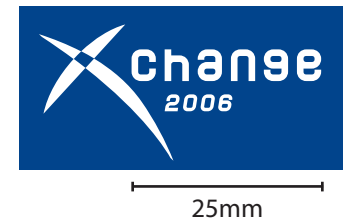
100% - 43% (25mm x 4.3mm)



minimum scaling: 43% (size: 25mm x 4.3mm)



Description	72 dpi, white colour, transparent background
File Name	Web Format: xchange_white.jpg Web Format: xchange_white.gif
	These file formats are suitable for use on web sites only.
Scaling Permitted	100% - 43% (25mm x 4.3mm)



minimum scaling: 43% (size: 25mm x 4.3mm)



xchange logo - venue

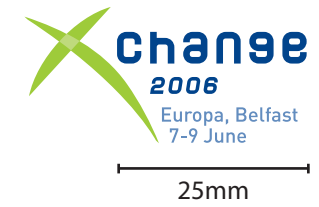
This file is in MAC and PC format for all the necessary files for the change venue logo. Refer to the main change logo information on which is the most appropriate file format for your use.

File Name

Mac Format: xchange_venue_cmykmac.
 xchange_venue_cmykmac.
 xchange_venue_rgbmac.tif
 xchange_venue_blackmac.e
 xchange_venue_blackmac.tif
 xchange_venue_blackmac.ep
 xchange_venue_blackmac.tif
 PC Format: xchange_venue_cmykpc.eps
 xchange_venue_cmykpc.tif
 xchange_venue_rgbpc.tif
 xchange_venue_blackpc.eps
 xchange_venue_blackpc.tif
 xchange_venue_blackpc.ep
 xchange_venue_blackpc.tif

Web Format: xchange_venue_blackweb.jpg
 xchange_venue_blackweb.gif
 xchange_venue_blackweb.jpg
 xchange_venue_blackweb.gif
 xchange_venue_blackweb.jpg
 xchange_venue_blackweb.gif

Scaling: 100% - 43% (25mm x 4.3mm)



minimum scaling: 43% (size: 25mm x 4.3mm)

CORE

