

Nantucket Cottage Hospital

Mass General Affiliate Logo

Logo Suite Specifications

This logo suite includes EPS, TIF, JPG and PNG formats for Black, White, and Color options.

File Format Quick Reference

Use the EPS file whenever possible. JPG and TIF files are provided in high resolution (300 dpi). PNG files have a transparent background, and are ideal for PowerPoint usage.

Application/Usage

Microsoft Word
Microsoft PowerPoint
Providing file to designer
Web or on-screen
Offset Printing

File Format

PNG, JPG
PNG, JPG
EPS, TIF
JPG, PNG
EPS, TIF

Color File Options

There are three folders of logos in each suite: black, color and white. The black folder contains the logo files in black only. The white folder contains the reverse logos, in white only. The color folder contains three different color options: 2C (PMS) and 4C (CMYK and RGB).

Example 1 — Logo in reverse (white) format

Example 2 — Logo in color format: 2C EPS (PMS 647 & PMS 432), 4C CMYK EPS and TIF, and 4C RGB JPG and PNG.

Example 3 — Logo in black format

Example 4 — An area of non-encroachment around every logo defines a visual buffer.

For most everyday usages, such as Word, PowerPoint, Excel or other PC-based programs, use the RGB version of the logo. RGB refers to Red, Green, Blue, which is the color configuration of your computer monitor and all web graphics.

For professional printing, CMYK files print in process, also known as 4-color process. CMYK refers to Cyan, Magenta, Yellow, Black, which are the four colors used in combination to print all colors in offset printing.

For professional printing, PMS files are for Spot Color, also sometimes called 2-color. These files refer to the specific ink colors contained in the logo — PMS (or Pantone). In this case the inks used to print are actually the specific color, rather than CMYK in combination to make up the color.



Example 1. Logo, White



Example 2. Logo, Color (2C PMS, 4C CMYK or RGB)



Example 3. Logo, Black



Example 4. Logo, Area of Non-Encroachment

	PMS 647
	C96 M54 Y5 K27
	R20 G83 B134
	HTML 145386

	PMS 432
	C67 M45 Y27 K70
	R55 G66 B74
	HTML 333333

File Formats

EPS

This is a vector-based art file, essentially line art. This file format can be scaled up at any percentage, and is resolution independent. Use this file format whenever possible. Should you need to provide your logo to a vendor for print, this is most likely the format they will need. It provides the cleanest reproduction possible.

JPG

A JPG file is a compressed photographic representation of the logo. All JPG files are provided at 300 dpi (high resolution) and in RGB color. They can be used in Word, PowerPoint, and just about any other application. This format can be reduced in size, but NOT enlarged. While the files provided are high resolution and can be used for print, an EPS would always be the first choice for print applications.

TIF

A TIF file is a photographic representation of the logo. All TIF files are provided at 300 dpi (high resolution) and in CMYK color. The TIF file is larger in size, and is a print industry standard; This format can be reduced in size, but NOT enlarged. While the files provided are high resolution and can be used for print, an EPS would always be the first choice for print applications.

PNG

A PNG file is a portable network graphics file, used mainly for Microsoft applications and web. It is the only choice for Word or PowerPoint when a transparent background is needed, and maintains its look when scaled. PNG files are great for in-office printouts and PDFs, but are never used for professional printing.

Helpful Hints

Importing a logo in Microsoft Applications

To properly import a logo file into your Microsoft Word or Powerpoint file, do NOT copy and paste the file in. Importing gives the best results.

Choose INSERT.

Choose PICTURE.

Choose FROM FILE.

Navigate to the logo file's location.

Choose the file.

Click OK.

Scaling a logo

To scale a logo, there are two options.

You may grasp a corner of the image with your cursor and drag to resize it; *if you do, be sure to ALWAYS hold down the SHIFT key while resizing*. This ensures the image is resized proportionately, and is not distorted either in height or width.

Alternately, you may choose to go to the picture's dialogue box and enter a percentage amount in the appropriate menu box.

In Microsoft Word or PowerPoint, you can right-click on the image and choose FORMAT PICTURE.