em-trak

Introduction

Each logo comes in a variety of options for different print or presentation needs, allowing maximum flexibility and ease of use for your project.

This User Guide is intended to show which is the most suitable logo to send your supplier for your project.

The colour values given here are intended to help ensure consistent output, but values may need to be adjusted for individual processes or output methods: please consult the person who is printing your project to ensure colour accuracy will be maintained according to the guidelines below.

Your CD contains a folder called SRT Logotypes, which holds versions of the main Em-trak logos.

The logos are intended for use on media such as litho prints, screen prints, vinyl cut signs, digital printing and most other traditional and modern output methods. They are supplied in the industry standard EPS format (Encapsulated PostScript).

The logos supplied as JPG format are intended for use on media such as Web, PowerPoint presentation, Word documents or for in-house use.

The Em-trak logo should never be reproduced at sizes below 40mm wide. This ensures legibility and consistency of brand.

em-trak

40mm

Logo Preview	Filename	Usage
em-trak / em-trak (on grey)	Emtrak logo CMYK.eps Emtrak logo WHITE.eps Colours: 4 colour process (For print please use EPS logo)	This is the basic colour land white ogo for use in various print applications.
em-trak / em-trak (on grey)	Emtrak logo RGB.jpg Emtrak logo RGB.png Emtrak logo WHITE.png Colours: RGB	This is the basic colour logo for use on the web or in Microsoft Office programs. 'Revesed' version for use on coloured background.
em-trak (black)	Emtrak logo BLACK.eps Emtrak logo BLACK.jpg Colours: Black (For print please use EPS logo)	This is the basic black logo for use on single mono print, such a faxes.
em-trak	Emtrak logo SPOT.eps Colours: Pantone spot colour	This is the basic colour logo for use with signage, vinyl print and stationery. Use on a white background.

Preview	4 Colour Process	RGB Hex Value
	C = 0, M = 80, Y = 100, K = 0	R = 241, G = 90, B = 34
	C = 0, M = 0, Y = 0, K = 100	R = 35, G = 31, B = 32

Preview	Spot Colour Sign and Vinyl	RGB Hex Value
	Pantone 1665 U	N/A