

LOGO USE GUIDELINES



The Posty Cards' logo can be used in a vertical or horizontal format. If the logo will be shown alongside other logos, select the version that gives Posty Cards equal weight.

Horizontal logo Can be used in black, PMS 300 or reversed (white).



Vertical logo Use this on posters, banners or other materials when horizontal space is an issue. Also use when grouped with other vertical logos. Can be used in black, PMS 300 or reversed (white).



File Formats

Use the proper file format for the application. Logos are available in EPS, JPG and PNG formats. EPS files are vector art and should be used when possible to allow the best quality in scaling. All edges of the logo should appear smooth and clear with no jagged edges or blur.

File format guidelines:

JPG-Use for Word documents, Power Point presentations, Excel worksheets

PNG-Use when the background isn't white for Web, email, Word Documents, Excel worksheets

EPS-Use for printed materials such as posters, direct mail, greeting cards and invitations, advertising, literature or stationery. Use for changing logo color to white.

Size Restrictions and Clear Space

The horizontal orientation should never be smaller than 1.5" in width. The vertical orientation should never be smaller than .75 inches in width. Clear space around logo for both versions is equal to the height of the "o" in Posty Cards. No other design elements may enter the clear space with the exception of a background. The complete logo must remain easily readable from the background.



1.5"



.75"