

LOGO CRIB SHEET

Who for?

Client



- Profile Images on social media
- Internal documents like letterheads
- PowerPoint Presentations
- Email Signatures
- Canva

Designer



- Print (brochures, flyers, stationery)
- Packaging
- Marketing materials
- Signage
- All conceivable design projects

Developer



- Website/app development
- Custom emails
- Landing pages
- Web banners
- Blogs

Supplier



- Embroidery
- Signage
- Apparel (t-shirts etc)
- Vehicle decals
- Branded items eg pens

Where?

Print



Digital (web)



Why?

Scalable



Editable



Universal



Transparent



Colours

Print

CMYK refers to the four ink plates used in colour printing: cyan, magenta, yellow and key (black). Most of the time this is the only print file you'll need.

Pantone Matching System (PMS): industry standard colour codes that represent a specific shade,

Digital (web)

The RGB colour model is an additive colour model in which red, green and blue light are combined in various ways to reproduce a broad array of colours. Used primarily on computer screen and web.

RGB colours can also be expressed as a five figure hex code indicated by a # at the start.