

Logo Dimensions and Logo-Clear Area



LOGO CLEAR AREA – Area around the logo in which no other elements should be placed. The logo clear areas are indicated in the diagram above by the light blue area around the logo. This area is equal to $2x$, where x is equal to the height word of the word 'Center'.

PEACE LEARNING CENTER Brand Identity Standards at-a-Glance CD-ROM

PC and Mac Formats



Created May 2009

CD-ROM contains multiple electronic versions and formats of the Peace Learning Center logo and an electronic PDF of these standards.

(includes the following formats: TIFF, JPEG, EPS and BMP)

The Peace Learning Center Logo at a Glance



Always specify Pantone® Matching System (PMS) ink colors.

Use only permitted colors for the Peace Learning Center identity (listed to right). No other color combinations are permitted.

Never alter the logo in any way.

Never obstruct the area behind or around the logo.

Do not redraw or reproduce the logo from second- or third-generation copies.

Do not tilt the logos on an angle, flip or distort in any way.

Do not place the logos within any confining shape.

Never omit the intellectual property icon (SM).

Please note that all colors within this booklet are rendered in 4-color process and are not intended to represent the colors that can be achieved in the Pantone Matching System. Please consult a Pantone Matching Guide for true color representation.

The accompanying electronic files contain multiple versions and formats of the Peace Learning Center logo.

Peace Learning Center Colors



[PLC GREEN]



[C:35 M:17 Y:62 K:8]
[R:143 G:148 B:108]

[PLC GRAY]



[C:52 M:48 Y:52 K:9]
[R:120 G:113 B:110]

Which File Format Do I Use?

[Designated by the .EXT in filename]

BMP (Bitmapped) – A computer file in which each pixel contains one bit of image information. BMP files can be placed in Microsoft Word documents. This file is common for Microsoft products and works well for one-color artwork.

EPS (Encapsulated PostScript) – This format is the best format for putting high-resolution images on paper or film. Adobe Illustrator EPS is an object-oriented file, although it may contain bitmaps as well. Most logos are best reproduced from an Adobe Illustrator EPS format. Commercial printers and other vendors typically prefer Adobe Illustrator EPS formats for best reproduction quality.

JPG (JPEG-Joint Photographic Experts Group) – (pronounced “jay-peg”) a commonly used file format on the Web due to its ability to create small file sizes. JPEG files work well with photographic images and can also be placed in Microsoft Word documents. It is a file format with built-in image compression so images can be one-tenth of the size or smaller of a non-compressed image. However, the more the image is compressed, the worse it looks.

TIFF (TIFF-Tagged Image File Format) – Most photos used in printed materials are high resolution (300 dpi) TIFF images. TIFF graphics can be any resolution, and they can be black and white, gray-scaled or color. TIFF files can be placed in Microsoft Word documents.