

LOGO GUIDELINES

The logo is provided in various formats and sizes to cover the many different uses (e.g. flyers, email, letterhead, PowerPoint presentations, etc.). If you are utilizing a graphic designer or print shop to reproduce these, they will be familiar with the appropriate format to use.

If you are doing this on your own home or office computer, here are some simple guidelines for usage:

- .gif** This file type is only for email & web posting, NOT for printing.
- web.jpg** This file type is only for email & web posting, NOT for printing.
- .eps** This file type is for use by graphic designers and is great for printing to any size.
- .tif** This file type is for use by graphic designers and is great for printing at its actual size;
- Print.jpg** This file type is to make home and office desktop publishing easy, but may not be the best resolution. Test this file by printing a sample first.

Instructions to Graphics Designers

The logos are provided black on white and blue on white

1. If you want to change the colour, we have provided the following as a general guide: The files can be adjusted in Adobe Photoshop but we recommend modifying the .eps file with a vector editing program. There may be others, but we are aware that the following software products have the capability to make these edits: Illustrator, Freehand, or CorelDraw.
2. If you want to place the logo on a dark background while retaining the white interior and outstretched arms, the following should be done (again using a software program as mentioned above): invert (swap) the colours from dark to light. For example, make all the black areas white and the white areas black.

These logos can be used to encourage participation in the Global Day of Prayer. Some examples from previous years include T-shirts, hats, stationary, email headers, websites and flyers. Be creative and use the logo wisely to promote participation.