

ATLAS

Designer: Fransisca

Project : Atlas

Colors: web	RGB	print	CMYK
	<div><div>#A1080D</div><div>R: 161 G: 8 B: 13</div></div>		<div><div></div><div>C: 16 M: 100 Y: 100 K: 12</div></div>
	<div><div>#5E0B10</div><div>R: 94 G: 11 B: 16</div></div>		<div><div></div><div>C: 33 M: 98 Y: 97 K: 49</div></div>
	<div><div>#000000</div><div>R: 0 G: 0 B: 0</div></div>		<div><div></div><div>C: 100 M: 100 Y: 100 K: 100</div></div>

Font “Familiy Clinic” : **KORATAKI**

LOGO – FULL COLOR

The vector (Adobe Illustrator) file is CMYK colors and its meant for full color printing, magazine ads, and for use on any materials that you intend to print from your own desktop color printer, i.e, invoices, receipts, letters, etc.

The Photoshop file is RGB colors and its meant for web purposes, i.e. on your website or in your email.



color version on white



color version on black

LOGO – GRAYSCALE

You should use it when your logo is included in the newspaper or in the Yellow Pages, or on any black and white laser-printed materials.



grayscale version on white



grayscale version on black

LOGO – BLACK AND WHITE

This version should be used on faxes or any materials you reproduce using a copier. Its also the version that you should send out when you want your logo engraved.



black on white



white on black