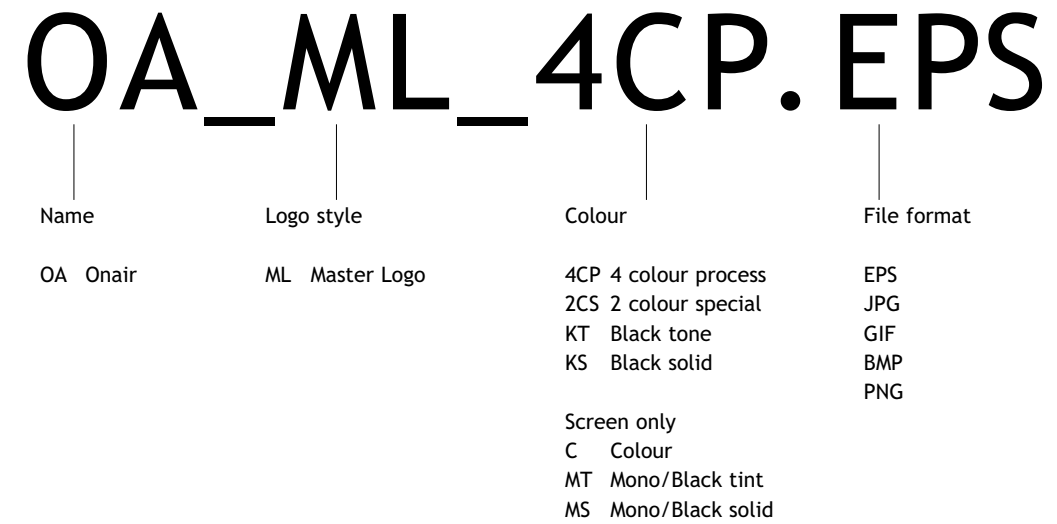onair

Onair logo library

September 2004

MASTER LOGO NAMING

Each master logo artwork has an identification code created from the naming matrix shown right. The following pages show all the logos available for your reference.

OA_ML_4CP.EPS

Name	Logo style	Colour	File format
OA Onair	ML Master Logo	4CP 4 colour process	EPS
		2CS 2 colour special	JPG
		KT Black tone	GIF
		KS Black solid	BMP
			PNG
		Screen only	
		C Colour	
		MT Mono/Black tint	
		MS Mono/Black solid	

FILE FORMATS

Always ensure you choose the correct logo file format for your requirements.

PRINT

SCREEN

EPS
If you need the artwork for professional print purposes then use the EPS format. The EPS format is NOT supported in most office applications such as Microsoft Word and PowerPoint; use the BMP, PNG, JPG or GIF formats for these applications.

BMP
The BMP format is intended for use in office applications such as Microsoft Word and PowerPoint

JPG
The JPG format is intended for use in screen or desktop software that do not support the BMP format.

GIF
The GIF format is intended for use in web pages and other software, which do not support BMP or JPG formats.

PNG
The PNG format is intended for use in office applications such as Microsoft Word and PowerPoint where a transparent background is required.

MASTER LOGOS

FOR PRINT

4 colour process C M Y K

2 colour special 376 328

Black tint 40%

Black solid K

OA_ML_4CP.EPS

OA_ML_2CS.EPS

OA_ML_KT.EPS

OA_ML_KS.EPS

FOR SCREEN

Colour R G B

Mono/Black tint M

Mono/Black solid M

Not required for screen

OA_ML_C.BMP
OA_ML_C.JPG
OA_ML_C.GIF
OA_ML_C.PNG

OA_ML_MT.BMP
OA_ML_MT.JPG
OA_ML_MT.GIF
OA_ML_MT.PNG

OA_ML_MS.BMP
OA_ML_MS.JPG
OA_ML_MS.GIF
OA_ML_MS.PNG