

NLIHC Logo Guidelines



FORMATS AND COLORS:

The NLIHC logo is available for use in 4-Color, RGB, Black and Reverse in a variety of formats:

- **EPS** - Best for print projects, such as advertisements, publications
- **TIFF** - Best for print projects, such as advertisements, publications
- **JPEG** - Can be used for print projects, as well as word documents and Powerpoint Presentations
- **JPEG (WEB)** - Best for web-based projects, such as web sites and e-mails
- **PNG (WEB)** - Has a transparent background. Best for web-based projects, such as web sites and e-mails

What do the different colors mean?

- **4-Color:** Used in Commercial Printing, such as magazines, advertisements and publications
- **RGB:** Red, Green, Blue. Used in Powerpoint Presentations, Word Documents and in Web Graphics
- **Black:** Black only, can be used in both print and web projects
- **Reversed:** White only, can be used in certain web and print projects on top of a colored background.

LOGO PLACEMENT

Please make sure that when you are placing the logo in a document or presentation that the logo is constrained.

CORRECT



INCORRECT



INCORRECT



SAFE AREA



Please make sure that there is a .25-inch "safe area" around the logo. All text, photos and other logos should be at least .25 inch distance from the logo.

QUESTIONS? Please contact Ellen Errico, NLIHC Creative Services Manager at eerrico@nlihc.org