ALTERNATIVE LOGO VERSIONS AND SIZE RESTRICTIONS

Secondary Logo Styles

The 400x400 pixel .png file of the magnifying glass alone is to be used for on-screen representation as an avatar for social media such as Facebook, Twitter, Pinterest, YouTube, etc.

Logo can appear without tagline

Minimum Logo Size With Tagline (1.5" in width)

Knock-out (KO) Logo can appear as KO white, with or without tagline

The magnifying glass icon can be used on its own as a design element, either in color or KO, at various screens

The tagline can be used on its own as a design element, either in color or KO

DON’T ABUSE YOUR LOGO!

DON’T CHANGE ELEMENT POSITION DON’T STRETCH OR DISTORT DON’T CHANGE FONTS/COLORS DON’T CHANGE ELEMENT SIZE
GRAYSCALE AND BLACK-ONLY LOGO VERSIONS

Grayscale: suitable for b/w newspaper usage, laser printing, or other black-plate applications which allow for screening

Black-only: to be used for faxing applications or other black-plate-only printing in which screening is not allowed or for stamping, embossing, or debossing, or engraving

ITC New Baskerville Family (can include all weights as needed)
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Family (can include all weights as needed)
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FONTS USED IN IDENTITY COLLATERAL

This is a sample headline

This is an A Head
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**Primary Logo Color**

- **80% Screen**
  - C 32 M 21 Y 16 K
  - PMS #634
  - R 29 G 123 B 153
  - #1d7b99

- **60% Screen**
  - C 10 M 15 Y 0 K
  - PMS #7459
  - R 93 G 182 B 206
  - #5db6ce

- **0% Screen**
  - C 0 M 0 Y 0 K
  - PMS #1665
  - R 243 G 109 B 38
  - #f36d26

**Secondary Colors**

- **70% Screen**
  - C 70 M 10 Y 0 K
  - R 102 G 95 B 158
  - #665f9e

- **50% Screen**
  - C 50 M 80 Y 0 K
  - R 138 G 200 B 101
  - #8ac865

- **40% Screen**
  - C 40 M 10 Y 20 K
  - R 122 G 166 B 197
  - #7aa6c5

- **20% Screen**
  - C 20 M 0 Y 10 K
  - R 181 G 213 B 230
  - #b5d5e6

- **0% Screen**
  - C 0 M 35 Y 0 K
  - R 251 G 179 B 131
  - #fbb383

**Screen colors can be used in collateral as complementary design colors.**

- **80%**
  - C 32 M 21 Y 16 K
  - PMS #634
  - R 29 G 123 B 153
  - #1d7b99

- **60%**
  - C 10 M 15 Y 0 K
  - PMS #7459
  - R 93 G 182 B 206
  - #5db6ce

- **30%**
  - C 10 M 0 Y 20 K
  - PMS #7459
  - R 122 G 166 B 197
  - #7aa6c5
**CHAPTER AND FOUNDATION LOGO VARIATIONS**

**INTERNATIONAL ASSOCIATION OF Forensic Nurses**
**WASHINGTON STATE CHAPTER**
*Leadership. Care. Expertise.*

- Standard 4-color version of logo; chapter bar can change location listed, but type and type size should be uniform
- Grayscale; suitable for b/w newspaper usage, laser printing, or other black-plate applications which allow for screening
- Black-only; to be used for faxing applications or other black-plate-only printing in which screening is not allowed or for stamping, embossing, or debossing, or engraving
- Logo can appear as KO white

**INTERNATIONAL ASSOCIATION OF Forensic Nurses FOUNDATION**

- Standard 4-color version of logo; tagline to be determined at later date
- Grayscale; suitable for b/w newspaper usage, laser printing, or other black-plate applications which allow for screening
- Black-only; to be used for faxing applications or other black-plate-only printing in which screening is not allowed or for stamping, embossing, or debossing, or engraving
- Logo can appear as KO white
IDENTITY SAMPLES

Letterhead Sample (50% size)

Business Card Sample (100% size)

SAMPLE EMAIL SIGNATURE LINE

(Rather than try to set your own .sig file, please copy and paste from an existing email. Please contact Stacy Robertson if needed.)
NOTES ABOUT CHOOSING THE CORRECT FILE TYPE

For most print applications, you’ll want to use the vector files if at all possible — .pdf, .ai, or .eps — as vector logos are scalable to any size without any loss of quality. The color space of vector logos is CMYK, which is standard for printing. We’ve also provided the logos as Pantone (PMS) custom colors, which you may want to occasionally use for specialty printing (screen-printing T-shirts, for instance, typically use pure inks).

Raster images (also known as bitmapped images) are made up of pixels rather than mathematically calculated curves, and should be used for on-screen use — web sites, apps, email, etc. Unlike vector images, raster images will lose quality if blown up too large; they’ll start to look fuzzy and pixelated if enlarged too much, so they should ideally only be used at 100% of their original size or smaller (while they don’t enlarge very well, you can typically reduce their size without any noticeable loss of quality).

The color space for on-screen raster images is RGB (rather than CMYK or PMS).

We’ve provided raster files as both .jpg (for color versions) and .png (for knock-out, or KO, white versions of your logo, as .png supports transparent backgrounds).

We’ve also provided high-res (300 ppi CMYK) bitmapped files suitable for print, but it should be noted that these should be used ONLY in instances where vector files cannot. (Sort of think of them as “emergency” print logos.) These are provided as .jpg for color, grayscale, and black-only representation and as .tiff for KO representation (with transparent background).

For ALL file types, please be sure to scale proportionately when resizing; the logo and its elements should NEVER be distorted.

THE PRIMARY LOGO & IDENTITY GUIDELINES

For more information on using the primary logos, please refer to the guidelines provided below:

For most print applications, you’ll want to use the vector files if at all possible — .pdf, .ai, or .eps — as vector logos are scalable to any size without any loss of quality. The color space of vector logos is CMYK, which is standard for printing. We’ve also provided the logos as Pantone (PMS) custom colors, which you may want to occasionally use for specialty printing (screen-printing T-shirts, for instance, typically use pure inks).

Raster images (also known as bitmapped images) are made up of pixels rather than mathematically calculated curves, and should be used for on-screen use — web sites, apps, email, etc. Unlike vector images, raster images will lose quality if blown up too large; they’ll start to look fuzzy and pixelated if enlarged too much, so they should ideally only be used at 100% of their original size or smaller (while they don’t enlarge very well, you can typically reduce their size without any noticeable loss of quality).

The color space for on-screen raster images is RGB (rather than CMYK or PMS).

We’ve provided raster files as both .jpg (for color versions) and .png (for knock-out, or KO, white versions of your logo, as .png supports transparent backgrounds).

We’ve also provided high-res (300 ppi CMYK) bitmapped files suitable for print, but it should be noted that these should be used ONLY in instances where vector files cannot. (Sort of think of them as “emergency” print logos.) These are provided as .jpg for color, grayscale, and black-only representation and as .tiff for KO representation (with transparent background).

For ALL file types, please be sure to scale proportionately when resizing; the logo and its elements should NEVER be distorted.

FULL LIST OF FILE NAMES IN THE ARCHIVE OF LOGO FILES POSTED, WHICH CAN BE FOUND HERE: http://adobe.ly/15o5ZCN

| BLACK-ONLY VECTOR FILES | ForensicNurses_logo_FIN_NOTAG-K.ai ForensicNurses_logo_FIN_NOTAG-K.pdf ForensicNurses_logo_FIN_NOTAG_K.ai ForensicNurses_logo_FIN_NOTAG_K.pdf
| CMYK VECTOR AI | ForensicNurses_logo_FIN_NOTAG-CMYK.ai ForensicNurses_logo_FIN_CMYK.ai ForensicNurses_logo_FIN_JUSTICON_CMYK.ai ForensicNurses_logo_FIN_STACKED-NOTAG_CMYK.ai
| CMYK VECTOR EPS | ForensicNurses_logo_FIN_NOTAG-CMYK.eps ForensicNurses_logo_FIN_CMYK.eps ForensicNurses_logo_FIN_JUSTICON_CMYK.eps ForensicNurses_logo_FIN_STACKED-NOTAG-CMYK.eps
| CMYK VECTOR PDF | ForensicNurses_logo_FIN_NOTAG-CMYK.pdf ForensicNurses_logo_FIN_CMYK.pdf ForensicNurses_logo_FIN_JUSTICON_CMYK.pdf ForensicNurses_logo_FIN_STACKED-NOTAG-CMYK.pdf
| GRAYSCALE VECTOR FILES | ForensicNurses_logo_FIN_NOTAG-Gray.ai ForensicNurses_logo_FIN_NOTAG-Gray.eps ForensicNurses_logo_FIN_NOTAG-Gray.pdf
| KNOCKOUT (KO) VECTOR FILES | ForensicNurses_logo_FIN_NOTAG-KO.ai ForensicNurses_logo_FIN_NOTAG-KO.pdf ForensicNurses_logo_FIN_NOTAG-KO.ai ForensicNurses_logo_FIN_NOTAG-KO.pdf
| CMYK VECTOR EPS | ForensicNurses_logo_FIN_NOTAG-PMS.ai ForensicNurses_logo_FIN_NOTAG-PMS.pdf ForensicNurses_logo_FIN_PMS.ai ForensicNurses_logo_FIN_PMS.pdf
| CMYK VECTOR PDF | ForensicNurses_logo_FIN_NOTAG-PMS.pdf ForensicNurses_logo_FIN_PMS.pdf ForensicNurses_logo_FIN_PMS.pdf ForensicNurses_logo_FIN_PMS.pdf
| OTHER | ForensicNurses_logo_FIN_JUSTICON-SC.ai ForensicNurses_logo_FIN_JUSTICON-SC.pdf ForensicNurses_logo_FIN_JUSTICON-SC.ai ForensicNurses_logo_FIN_JUSTICON-SC.pdf
| RMS VECTOR FILES | ForensicNurses_logo_FIN_NOTAG-PMS.ai ForensicNurses_logo_FIN_NOTAG-PMS.pdf ForensicNurses_logo_FIN_PMS.ai ForensicNurses_logo_FIN_PMS.pdf
| RASTER CMYK HIGH-RES JPGS (FOR PRINT) | ForensicNurses_logo_FIN_NOTAG-CMYK.jpg ForensicNurses_logo_FIN_NOTAG-CMYK.png ForensicNurses_logo_FIN_JUSTICON-CMYK.jpg ForensicNurses_logo_FIN_JUSTICON-CMYK.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_NOTAG-KO-rbg-72ppi.jpg ForensicNurses_logo_FIN_NOTAG-KO-rbg-72ppi.png ForensicNurses_logo_FIN_JUSTICON-KO-rbg-72ppi.jpg ForensicNurses_logo_FIN_JUSTICON-KO-rbg-72ppi.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_NOTAG-KO-rbg-72ppi.jpg ForensicNurses_logo_FIN_NOTAG-KO-rbg-72ppi.png ForensicNurses_logo_FIN_JUSTICON-KO-rbg-72ppi.jpg ForensicNurses_logo_FIN_JUSTICON-KO-rbg-72ppi.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_NOTAG-KO-rbg-72ppi.jpg ForensicNurses_logo_FIN_NOTAG-KO-rbg-72ppi.png ForensicNurses_logo_FIN_JUSTICON-KO-rbg-72ppi.jpg ForensicNurses_logo_FIN_JUSTICON-KO-rbg-72ppi.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_NOTAG-KO-rbg-72ppi.jpg ForensicNurses_logo_FIN_NOTAG-KO-rbg-72ppi.png ForensicNurses_logo_FIN_JUSTICON-KO-rbg-72ppi.jpg ForensicNurses_logo_FIN_JUSTICON-KO-rbg-72ppi.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_STACKED-NOTAG_CMYK.jpg ForensicNurses_logo_FIN_STACKED-NOTAG_CMYK.png ForensicNurses_logo_FIN_STACKED-NOTAG_KO.jpg ForensicNurses_logo_FIN_STACKED-NOTAG_KO.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_STACKED-NOTAG-KO.jpg ForensicNurses_logo_FIN_STACKED-NOTAG-KO.png ForensicNurses_logo_FIN_PMS-KO.jpg ForensicNurses_logo_FIN_PMS-KO.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_PMS-KO.jpg ForensicNurses_logo_FIN_PMS-KO.png ForensicNurses_logo_FIN_STACKED-NOTAG-KO.jpg ForensicNurses_logo_FIN_STACKED-NOTAG-KO.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_PMS-KO.jpg ForensicNurses_logo_FIN_PMS-KO.png ForensicNurses_logo_FIN_STACKED-NOTAG-KO.jpg ForensicNurses_logo_FIN_STACKED-NOTAG-KO.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_STACKED-NOTAG-KO.jpg ForensicNurses_logo_FIN_STACKED-NOTAG-KO.png ForensicNurses_logo_FIN_PMS-KO.jpg ForensicNurses_logo_FIN_PMS-KO.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_STACKED-NOTAG-KO.jpg ForensicNurses_logo_FIN_STACKED-NOTAG-KO.png ForensicNurses_logo_FIN_PMS-KO.jpg ForensicNurses_logo_FIN_PMS-KO.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_STACKED-NOTAG-KO.jpg ForensicNurses_logo_FIN_STACKED-NOTAG-KO.png ForensicNurses_logo_FIN_PMS-KO.jpg ForensicNurses_logo_FIN_PMS-KO.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_STACKED-NOTAG-KO.jpg ForensicNurses_logo_FIN_STACKED-NOTAG-KO.png ForensicNurses_logo_FIN_PMS-KO.jpg ForensicNurses_logo_FIN_PMS-KO.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_STACKED-NOTAG-KO.jpg ForensicNurses_logo_FIN_STACKED-NOTAG-KO.png ForensicNurses_logo_FIN_PMS-KO.jpg ForensicNurses_logo_FIN_PMS-KO.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_STACKED-NOTAG-KO.jpg ForensicNurses_logo_FIN_STACKED-NOTAG-KO.png ForensicNurses_logo_FIN_PMS-KO.jpg ForensicNurses_logo_FIN_PMS-KO.png
| RASTER RGB SCREEN-RES JPGS | ForensicNurses_logo_FIN_STACKED-NOTAG-KO.jpg Fore恩

CLIENT : INT’L ASSOCIATION OF FORENSIC NURSES

FEBRUARY, 2014
For selection of the proper Chapter logo to use, please refer to the previous page about general logo usage. If at all possible, please use a vector version when placing for print. If one of the three file types supplied as vector (.ai, .eps, and .pdf) is not compatible with the application you’re using, feel free to use a raster (bitmap) version.

For each chapter, we’ve posted an archive of all file types to be used, broken down as follows:
For Vendors and Professional Printing (containing all vector files), High Res Files for Internal Printing (which contains high-res .jpg and .tiff files), and Web Resolution Files (which contains all the screen-resolution files that you’ll use for website representation, emails, and video).

The structure of each Chapter’s logo archive is as follows (using Alabama as an example; each Chapter’s archive is organized identically). Individual links for each Chapter’s logo archive will be provided separately:

**FOR VENDORS AND PROFESSIONAL PRINTING**

ForensicNurses-CHAPTER-ALAB-FIN_CMYK.ai
ForensicNurses-CHAPTER-ALAB-FIN_CMYK.eps
ForensicNurses-CHAPTER-ALAB-FIN_CMYK.pdf
ForensicNurses-CHAPTER-ALAB-FIN_Gray.ai
ForensicNurses-CHAPTER-ALAB-FIN_Gray.eps
ForensicNurses-CHAPTER-ALAB-FIN_Gray.pdf
ForensicNurses-CHAPTER-ALAB-FIN_K.ai
ForensicNurses-CHAPTER-ALAB-FIN_K.eps
ForensicNurses-CHAPTER-ALAB-FIN_K.pdf
ForensicNurses-CHAPTER-ALAB-FIN_KO.ai
ForensicNurses-CHAPTER-ALAB-FIN_KO.eps
ForensicNurses-CHAPTER-ALAB-FIN_KO.pdf
ForensicNurses-CHAPTER-ALAB-FIN_KO-PMS.ai
ForensicNurses-CHAPTER-ALAB-FIN_KO-PMS.eps
ForensicNurses-CHAPTER-ALAB-FIN_KO-PMS.pdf

**HIGH RES FILES FOR INTERNAL PRINTING**

ForensicNurses-CHAPTER-ALAB-FIN_CMYK-HR.jpg
ForensicNurses-CHAPTER-ALAB-FIN_Gray-HR.jpg
ForensicNurses-CHAPTER-ALAB-FIN_K-HR.jpg
ForensicNurses-CHAPTER-ALAB-FIN_KO-HR.tif

**WEB RESOLUTION FILES**

ForensicNurses-CHAPTER-ALAB-FIN_rgb-72ppi.jpg
ForensicNurses-CHAPTER-ALAB-FIN_rgb-KO.png