

BEDA_MADres Logo

The logo consists of the word "MAD" in a bold, blue, sans-serif font, with the word "res" in a smaller, blue, sans-serif font positioned directly below it.

...Blue...

The logo consists of the word "MAD" in a bold, black, sans-serif font, with the word "res" in a smaller, black, sans-serif font positioned directly below it.

...Black...



...White...

File name conventions

BEDA_MADres_Logo_ *color-version_color-system.file-format*

Color systems

CMYK	Four-color print
K	Black and white/gray scale
SC	Spot color
sRGB	Monitor colors (standard RGB)

File formats

emf	Windows Enhanced Metafile (for MS Office 2002/XP+, OpenOffice)
eps	Encapsulated PostScript (Adobe Illustrator 13/CS3)
png	Portable Network Graphics (with sRGB color profile)
svg	Scalable Vector Graphics (Internet vector, SVG 1.1)

Minimum sizes

	W x H (rounded)
Offset printing	5.0 x 3.65 mm (5% of drawing size)
Flexography/Intaglio (x 1.7)	8.5 x 6 mm
Screen printing (x 2.0)	10 x 7.3 mm
Rubber stamp (x 2.2)	11 x 8 mm
Embroidery (x 5.5)	27.5 x 20 mm
Monitor (1x)	24 px

File dimensions

	EPS, PDF, EMF	PNG	SVG
BEDA_MADres Logo	100 x 73 mm	2000 x 1460 px	100 x 73 px

Scaling

The files can be scaled directly to the width desired.

Desired width in mm = % scaling

For example:

Width 70 mm = 70 % scaling

Color implementations

Color name	Spot color	CMYK	sRGB	
			dec.	hex.
Blue	PANTONE 300 U	100/54/0/3	0, 110, 182	#006EB6
Black	–	K = 100%	0, 0, 0	#000000
White	–	K = 0%	255, 255, 255	#FFFFFF

Technical notes

Internet, Digital (SVG)

The files are available in SVG 1.1 format with sRGB colors for applications that support SVG (Scalable Vector Graphics). They can be placed in web pages, for example using this HTML code (with PNG fallback for old browsers):

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Internet, Digital (PNG)

PNG files with transparent backgrounds are available to create Internet logos in pixel formats (e.g. as SVG fallback).

For direct use in web browsers the files must be scaled to the size desired (in pixel) and stored as GIF or PNG, using an image processing program (like GIMP or Adobe Photoshop).

Please note: Don't store as JPEG (color deviations, visible compression artifacts, no transparency support)!

Office (EMF)

For optimal quality in print and PDF, files are available in the scalable EMF file format (Windows Enhanced Metafile, vector graphics).

Please note: Insert EMF files into Word or PowerPoint documents using "Insert > Graphic [> From file]", or drag & drop from Windows Explorer or macOS Finder. Other methods can lead to technical changes, loss of quality, or large Office files!

Print (EPS, PDF)

Files for DTP applications (e.g. for print) are available in Illustrator 13/CS3 EPS file format (with transparent, high-definition TIFF previews) and PDF. They can be placed in professional typesetting or graphics programs.

- There is *no* trapping present, it has to be created when needed.
- Black is *not* set to "overprint".

Sonstige, Misc JPEG

JPEG files should only be used if no other format is applicable. In most cases it is best to create suitable files from the PNGs provided using an image processing program (e.g. for SAP in BMP format in target size with 216 ppi resolution).