

Client Logo & Asset Folder

Assignment Typically at the end of a logo project you'll be tasked with providing the client with a folder that contains the approved and reproduced logo in a variety of formats for use in different mediums as well as a document with general information about the logo. This is called the logo standards guide. As the production designer your task is to take the reproed logo you did in the previous lab and export the logo in a variety of formats as well as make a logo standards document.

Objective To be attentive to file structure and all deliverables and supporting files you would typically provide the client at the end of the design process.

Specifications (Specs)

Hints:

File Naming:

LogoName_vert_CMYK.ai

“.” = **Folder**

“-” = **File**

Normally, Design depending, we would create a vertical version and horizontal version of a logo and provide files and file structure for both, but for this exercise we'll just use the vertical version.

Logo Folder and Structure

In separate folders inside the main folder have files prepared (prepped) for print purposes and web purposes. They should contain different levels of folders named accordingly:

• **Vertical:**

• **Vector** (Folder)

• **CMYK** (Folder)

-ai (File)

-eps (File)

-pdf (illustrator default) (File)

• **RGB** (Folder)

-ai (File)

-eps (File)

• **Black** (Folder)

-ai (File)

-eps (File)

-pdf (illustrator default) (File)

• **White** (Reversed) (Folder) *save in outline view (Command + y)

-ai (File)

-eps (File)

-pdf (illustrator default) (File)

• **Raster** (Folder) (300ppi)

• **CMYK** (Folder)

-jpg (File)

-tiff (File)

-psd (transparent background) (File)

• **RGB** (Folder)

-jpg (File)

-png (transparent background) (File)

**Specifications
(Specs) Continued...**

- **Black and White** (Folder) (saved in Grayscale “mode”)
 - **Black** (Folder)
 - ~.jpg (File)
 - ~.tiff (File)
 - ~.psd (File)
 - **White** (Reversed) (Folder) *save in outline view
 - ~.png (File)
 - ~.psd (File)

Logo Standards Document

In separate folders inside the main folder have files prepared (prepped) for print purposes and web purposes. They should contain different levels of folders named accordingly:
o 8.5”x11”

- o Features approved logo
- o Link to download or purchase the font(s) used in the logotype portion of the logo
- o Font family used and character alphabet and numeral sample
- o Color swatches with specific color builds
 - Color Name
 - CMYK #s
 - RGB #s and hex #
 - PMS Colors



What to turn in:

In a .zip file named with the appropriate naming conventions, turn in to the instructors designated exercise drop off folder. The .zip should include the following files and file structure:

- LogoName_Logo Standards
 - Supporting file
- LogoName_Logo
 - Supporting Folders/Files

Compress (.zip) the final files in the following naming convention: LastName_FirstName_Ex3.zip and upload the PDF logostandards guide to Canvas. Place all files in the dropoff folder Exercises>Ex3

This this exercise is due at the beginning of class on Thursday, October 10th, 2019