

A Guide For Proper Use of the Advanced Chemistry Development Logo

To reinforce and strengthen brand recognition, proper logo representation is needed. This sheet contains some guidelines that should be followed. If you have any questions or concerns, contact the Marketing and Communications Department at marketing@acdlabs.com.

Preferred Print Format



ACD/Labs

This 2 colour version (Black and PMS 301) is most preferred. When being reproduced in 4 colour process it must always be represented in this format.

Company colours

Black: 100%

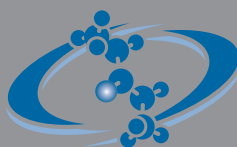
Blue:

Pantone: 301

CMYK conversion: 100/43/0/18

RGB conversion: 0/103/166

On a coloured background



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If the logo is going on a background other than white it is best to place it in a white box.

Proper Resolution



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Ensure that you are using proper image resolution. Print quality is 300 DPI (dots per inch), 150 DPI works for Power Point when used size as.

Maintain Proportions



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Do not stretch or squish