

## Wordsmyth Logo Creation Contest

Winners receive \$75 reward as well as their logo featured on all our stuff!

### Logo format best practices

#### Guidelines For Creating & Delivering Logos

Hello Designers,

Please read through the following guidelines, and make sure you follow them when designing. Please explore our website [www.wordsmyththeater.org](http://www.wordsmyththeater.org) for inspiration.

Email entries to [elizabeth@wordsmyththeater.org](mailto:elizabeth@wordsmyththeater.org).

**Entries that do not follow proper formatting will not be considered.**

### Graphic Formats

There are two types of graphics that can be created:

- 1) Vector format
- 2) Raster (Bitmap) format

Vectors can be scaled to any size without losing quality. They are based on mathematical calculations.

Raster graphics can not be scaled properly, as they lose quality and become pixelated. *JPG, GIF, PNG & TIFF* are all raster based files.

***All logos must be created in vector format.***

### Creating Vector Logos

To create vector based logos, designers should be using either Adobe Illustrator, Corel Draw or Macromedia Freehand or Macromedia Flash. Photoshop is a viable option, but it is important that no part of the logo is ever rasterized by the program (this can often occur when filters are applied). The first three programs are recommended.

Please Note: Even If the logo will be used on the web, it should still be created in vector format. This is to give the client flexibility in using the logo in the future. *Remember, Vector can always be converted to Raster, but the opposite is not always true.*

### Converting Text to Outlines

Because every computer has a different set of fonts installed on it, you should never assume

that the client has the particular font you used available. It is often illegal to deliver font files with your logo, so it is important that you convert all your text to paths, curves or outlines. This step will convert all fonts into a vector shape, and will not allow you to edit the text any further.

In Adobe Illustrator, simply select the text you want to outline and go to *Type > Create Outlines*.

### **Saving & Delivering the Files**

Once finished designing, all vector logos should be delivered in both their original program format (.AI, .PSD, .FLA, .CDR, etc.), and as a .EPS file. EPS is an industry standard, meaning "Encapsulated PostScript". It can be imported into all major design programs, and is often the file of choice for many printing companies.

Files should be zipped or archived using an appropriate utility, and should be tested for compatibility before being handed over.

### **Restricted Content**

No third-party images should be used in logo designs (e.g. Clipart, Stock Photos, Stock Designs). This is true for several reasons, including the following:

- Most image makers have legal terms to prevent designers from using the work in any sort of Trade Mark or Identity
- Serious consequences may arise out of unauthorized use of someone's work
- There is a great lack of originality associated with placing mass-produced images into a company's identifying mark.

### **Best Practices**

- Logos have to last a long time, so make one that maintains relevance through time
- logos need to work for multiple apps, icons, avatars, favicons and other branded collateral — and of course, traditional print business cards, flyers and posters
- Use CMYK color
- Logo should work on a dark or light background

### **Licensing**

- Wordsmyth theatre will hold all property rights, licensing and copyright of the winning logo.

Entries are due by December 30, 2011.