CHAPTER AND FOUNDATION LOGO VARIATIONS

DON'T ABUSE YOUR LOGO!

If you need help with choice and placement of your Chapter logo for your website please contact marketing@forensicnurses.org

DON'T ADD CUSTOM STATE ELEMENTS	DON'T STRETCH OR DISTORT	DON'T CHANGE FONTS/COLORS	DON'T CHANGE ELEMENT SIZE

Standard 1-color version of logo for print or web; chapter bar can change location listed, but type and type size should be uniform at Myriad Pro Semi Bold 28 pt.

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

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

Logo can appear as KO white for print or web

Please use these guidelines for selecting the proper Chapter logo to use.

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_AL_CHAPTER-logo_BLACK.ai
ForensicNurses_AL_CHAPTER-logo_BLACK.eps
ForensicNurses_AL_CHAPTER-logo_BLACK.pdf
ForensicNurses_AL_CHAPTER-logo_CMYK.ai
ForensicNurses_AL_CHAPTER-logo_CMYK.eps
ForensicNurses_AL_CHAPTER-logo_CMYK.pdf
ForensicNurses_AL_CHAPTER-logo_Grey.ai
ForensicNurses_AL_CHAPTER-logo_Grey.eps
ForensicNurses_AL_CHAPTER-logo_Grey.pdf
ForensicNurses_AL_CHAPTER-logo_KO.ai
ForensicNurses_AL_CHAPTER-logo_KO.eps
ForensicNurses_AL_CHAPTER-logo_KO.pdf
ForensicNurses_AL_CHAPTER-logo_PMS.ai
ForensicNurses_AL_CHAPTER-logo_PMS.eps
ForensicNurses_AL_CHAPTER-logo_PMS.pdf

HIGH RES FILES FOR INTERNAL PRINTING
ForensicNurses_AL_CHAPTER-logo_CMYK-HR.jpg
ForensicNurses_AL_CHAPTER-logo_Grey-HR.jpg
ForensicNurses_AL_CHAPTER-logo_Black-HR.jpg
ForensicNurses_AL_CHAPTER-logo_KO-HR.tif

WEB RESOLUTION FILES
ForensicNurses_AL_CHAPTER-logo__rgb-72ppi.jpg
ForensicNurses_AL_CHAPTER-logo_rgb-KO.png