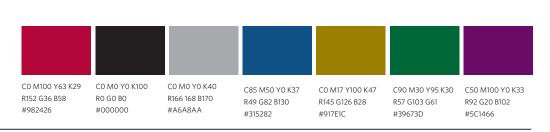FULL COLOR - PREFERRED VERSION

BLACK VERSION

REVERSE VERSION

COLOR FORMULAS

CMYK: CYAN, MAGENTA, YELLOW, BLACK
Inks used in the printing process

RGB: RED, GREEN, BLUE
Colors simulated on monitors/web

HEX: or Hexidecimal
Same as RGB - numeric values for coding

C0 M100 Y63 K29 R152 G36 B58 #982426	C0 M0 Y0 K100 R0 G0 B0 #000000	C0 M0 Y0 K40 R166 168 B170 #A6A8AA	C85 M50 Y0 K37 R49 G82 B130 #315282	C0 M17 Y100 K47 R145 G126 B28 #917E1C	C90 M30 Y95 K30 R57 G103 G61 #39673D	C50 M100 Y0 K33 R92 G20 B102 #5C1466

RASTER VS. VECTOR

Raster images contain pixels (individual dots). When you zoom in or blow the image up, however, the quality will eventually degrade and become "pixelated". *Examples:* .jpg, .jpeg .png

Vector images do not contain pixels. Instead, they use mathematical formulas to determine the shape and color of lines and areas between points. The detail is determined by the number of points. When the image is blown up, the quality is not compromised in any way. Simple graphics such as logos and illustrations are generally created as vector images so they can be blown up to any size without sacrificing quality. This is usually the preferred format for printers whenever possible. *Examples:* .eps, .ai, .pdf

FILE FORMAT	PROS	CONS	BEST USAGE
JPEG (RASTER)	small size	loses quality When saved multiple times - not transparent	web design, social media, photo portfolios
PNG (RASTER	high quality supports transparency	large/slow loading time/ takes up storage	logos, website photos, social media (profile posts, cover photos)
GIF (RASTER)	supports transparency & animation	displays gradient colors poorly	short animations for social channels, i.e. facebook & twitter
PDF (VECTOR)	retains formatting regardless of device	need PDF reader installed to view it	online forms, documents, and printing services
AI (VECTOR)	scalable	not supported in social media	graphics, illustrated assets, (logos, icons, diagrams, etc.)

.PNG
RGB or CMYK
Transparent background

.JPEG
RGB or CMYK

.EPS or .AI
CMYK for print
Scaleable. Preferred for prin. Need native program to open, but can insert" in any application

Healthy Children

Healthy Living

Healthy Minds

Healthy La Porte

Healthy Partners

Partners for Healthier Babies

HEAL Healthy Eating Active Living

INDOOR FACILITY

When Seconds Count

46350 HOUSING

Partners in Prevention

HEALTH CAREERS Talent Pipeline

TEN 20 30

CAPACITY BUILDING

HEALTH FOUNDATION of LA PORTE CONFERENCE & LEARNING CENTER