



CRU Trading Co. Logo
(full) four color



CRU Trading Co. Logo
grayscale



CRU Trading Co. Logo
single color (black)

CRU Trading Co. Logo Files

Fonts:

- ITC Franklin Gothic Std Medium, and Medium Italic

Colors:

- **Spot Colors:**
Pantone 124 U (Yellow-Orange)

- CMYK process color **gray drop**

C	M	Y	K
0%	0%	0%	50%

- CMYK process color **gray co.**

C	M	Y	K
0%	0%	0%	55%

- CMYK process color **black lettering & drop**

C	M	Y	K
0%	0%	0%	95%

Versions Provided:

- (full) four color: eps, jpg, png, pdf, svg
- grayscale: eps, jpg, png, pdf, svg
- single color (black): eps, jpg, png, pdf, svg

Explanation of formats provided: EPS is a vector based format, meaning the artwork can be resized without any loss of quality. JPG and PNG files are raster based, meaning they are made up with of pixels, and each pixel has a color assigned to it. **(Use the spot color logo for large format)**

JPGs and PNGs can be opened by most people, either with a graphics program or in a Web browser. You most likely will not be able to open the EPS file unless you have a vector drawing program like Illustrator.

The PDF is also a vector based file. It's identical for most purposes to the EPS format. When providing your logo files to printers, they will most likely need the EPS or PDF files. If you want to place your logo in an office program like Word or Excel, use the PNG or JPG format.

SVG (Scalable Vector Graphics) is a natively resolution-independent graphics file that is highly searchable.