

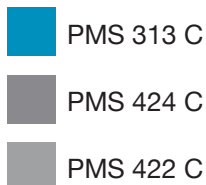
LOGO USAGE GUIDE



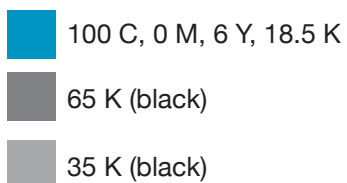
The MARTZ Technologies logo is the visual symbol that identifies our company. Please use the guidelines presented on the following pages, so that when logo is seen, the graphic is always consistent and identifiable. Our goal is to reinforce the MARTZ Technologies brand.

The LOGO Color System

The LOGO in PMS Color:



The LOGO in Process Color:



The LOGO Color System

The LOGO in Black & White:

 100% K (solid black)

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The LOGO Reversed or on a color background:

 White

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The LOGO Grayscale:

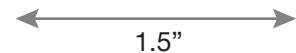
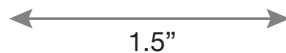
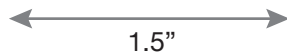
 65 K (black)

 35 K (black)

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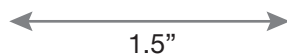
LOGO Size

Minumum size: The logo should be at least one and one half inches wide (1.5"). On reverse or black background, extend color out one eighth of an inch (.125").



Negative space surrouding LOGO:

Leave at least 1/8" (.125") around the logo - at any size. Positive or reversed (on black or any color).



LOGO File Formats

Note the file names below, as well as their appropriate uses in print media.

All files on pages 5 & 6 are archived on Martz Technologies' internal servers and available for download internally.

EPS or Postscript files

MARTZ-logo-CMYK.eps

*The logo in process (CMYK)
color also called 4C (four color)
process.*



MARTZ-logo-PMS.eps

*The logo spot or PMS color.
Solid color, no screening.*



MARTZ-logo-Black.eps MARTZ-logo-Grayscale.eps

*The logo in 100% black. This file
can also be used if the logo is
printing in one color.*



MARTZ-logo-White.eps MARTZ-logo-Reversed.eps

*The logo 100% white.
The logo 100% white on a black or
dark color.*



- EPS files are used for any print media including, signage and silkscreen applications.
- Process color or CMYK, also called 4C (four color) process, is The standard in offset printing.
- Spot color is used when color has to be exact or when the printing is limited to a specific number of plates or colors.
- **Each file name is noted under the logos on this page along with their use and color breaks.**

■ LOGO File Formats

This page is a guide to logo reproduction in digital media. Since these formats are rasterized graphics, and can have many variables in terms of display on numerous devices, they are provided in JPG and PSD (photoshop) formats only and can be resized accordingly.

JPG & PSD (Photoshop) files



MARTZ-logo-digital.psd

MARTZ-logo-digital.png

This file is 2500 pixels wide or 34" at 72 DPI in RGB color. The checkered background shows transparency, the PNG file retains transparency.



MARTZ-logo-RGB.jpg

The file has been saved without compression. This file is 2500 pixels wide or 34" at 72 DPI in RGB color.