

HOSPITAL FINANCIAL AND TECHNOLOGY PROFESSIONALS **LOGO STANDARDS**

LOGO

Full Color Logo



HFTP

Hospitality Financial and
Technology Professionals

Logo Black



Logo White



COLORS CMYK

In most cases the CMYK logo will be used for reproduction. The "blade" PMS color information is provided as alternative colors.

The "blade" color can be adjusted (IF only using PMS colors to print) to percentages (as indicated) of the PMS colors.



PANTONE 367

CMYK
37/0/58/0

RGB
165/216/103

WEB
#A5D867



PANTONE 158

CMYK
0/64/95/0

RGB
277/114/34

WEB
#E37222



PANTONE 306

CMYK
79/0/6/5

RGB
0/185/228

WEB
#00B9E4



PANTONE 1365

CMYK
0/33/75/0

RGB
244/123/32

WEB
#DD5900



PANTONE 573

CMYK
22/0/10/0

RGB
255/182/82

WEB
#FFB652



PANTONE 7494

CMYK
31/5/36/16

RGB
158/178/143

WEB
#9EB28F

COLORS PMS

When the logo is used in white or black and placed atop a color or image, the blades will "take on" the background color or image.



PANTONE 367



PANTONE 158



PANTONE 306



PMS 158 60%



PMS 306 40%



PMS 367 80%

TEXT COLOR



BLACK: 70%

LOGO TYPOGRAPHY

Primary:

Eurostile Std Full Family
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

FILE FORMATS

The logos have been provided in MASTER AI, EPS, JPEG and PNG formats, CMYK and Grayscale (black and white). RGB logos should be used for all Web and email applications. CMYK logos should be used for all four-color print applications.

Format Usage

AI and EPS files should be used when preparing print files. Both are vector formats. Most printers, t-shirt vendors and promotional vendors will ask for art to be supplied in vector format. Vector files can be scaled up or down as much as you want without losing any image quality.

JPEGs are also suitable to use for printing and should be supplied in CMYK to most vendors. Unlike AI and EPS files, JPEGs are raster files,

and should not be scaled higher than 100%. When JPEGs are used larger than 100% size, they lose image quality (appears pixelated).

For Web

JPEGs, PNGs and GIFs are the best files to use for Web. In RGB format, PNGs and GIFs can be used whenever a transparent file is needed. JPEGs will show a white background wherever color is not present.

For Word

PNGs and PDFs are the best files to use in Word documents. Place and size within the program. Reproduction works best for color if PDFs are used. Size and crop PDFs BEFORE placing.