

## Read Me!

# Recreate. Relax. Repeat.

### THESE FILES AND HOW THEY ARE NAMED.

We have supplied you with different versions of this file to meet your needs. It is meant to work for email signatures and other correspondence, a link from your website or on any other promotional materials your business may produce.

The **1st set (RRR)** is meant to be used on a white background. The **2nd set (RRR\_White)** should be used when working on a dark colored background. The **3rd set (RRR\_Hybrid)** is a hybrid for a background that is light.

Most will only need to deal with the jpegs in the RGB folders. The “300” is a good size for this.

#### COLOR MODES

**cmyk:** full-color for offset printing

**rgb:** full-color for web, video, some desktop printers

**Spot:** Pantone colors are sometimes used for signs, banners or apparel — limited applications  
Pantone 549

RRR\_cmyk.ai

#### FILE FORMATS

**ai:** fully scalable art (quality will be the same regardless of size) for high-end reproduction. Also known as Illustrator or vector files. Will not import into all applications.

**jpg:** web- and video-based applications, some desktop printers. Some quality will be lost at over 6-9 inches wide. Supported by virtually all applications.

**png.** web based applications. Has a transparent background. Good for laying over other colors.

### UNCERTAIN AS TO WHICH FILE TO USE?

Yes, this can be confusing! Many users will know which file to use based on the information above. If not, ask your end-use vendor (magazine or newspaper, sign maker, in-house document center, etc) which file to supply. If all else fails, try the JPG file, it is the most universally recognized file format.

### STANDARD VERSION (GOOD FOR WHITE BACKGROUNDS)

Recreate. Relax. Repeat.  
Burke Vermont



cmyk

RRR\_CMYK.ai  
RRR\_CMYK.pdf



rgb

RRR\_RGB\_300.jpg  
RRR\_RGB\_800.jpg



Spot Color

RRR\_Pantone549.ai  
RRR\_Pantone549.pdf

### WHITE VERSION (GOOD FOR DARK COLORED BACKGROUNDS)

Recreate. Relax. Repeat.  
Burke Vermont



cmyk

RRR\_White\_CMYK.ai



rgb

RRR\_White\_300.jpg  
RRR\_White\_800.jpg



1cSpot

RRR\_White\_Pantone549.ai

### DARKER VERSION

(GOOD FOR A COLORED BACKGROUND THAT ISN'T TOO DARK)

Recreate. Relax. Repeat.  
Burke Vermont



cmyk

RRR\_Darker\_CMYK.ai



rgb

RRR\_Darker\_RGB\_300.jpg  
RRR\_Darker\_RGB\_800.jpg