



## Logo Guide

### NJ After 3 Logo Files

NJafter3Logo2C.eps  
 NJafter3Logo4C.eps  
 NJafter3LogoK.eps

NJafter3LogoTag2C.eps  
 NJafter3LogoTag4C.eps  
 NJafter3LogoTagK.eps

NJafter3Logo.jpg  
 NJafter3LogoLarge.jpg  
 NJafter3LogoTag.jpg  
 NJafter3LogoTagLarge.jpg

NJafter3Logo.tif  
 NJafter3LogoLarge.tif  
 NJafter3LogoTag.tif  
 NJafter3LogoTagLarge.tif

NJafter3Logo.png  
 NJafter3LogoLarge.png  
 NJafter3LogoTag.png  
 NJafter3LogoTagLarge.png

NJafter3Logo.pdf  
 NJafter3LogoTag.pdf



NJafter3Logo.xxx



NJafter3LogoTag.xxx

### File Descriptions

Name of File extension	Type of File Format	Uses
<b>.eps</b>	Encapsulated Post Script Adobe Illustrator vector art file.	Can be scaled to any size without any loss of quality. Should be used for all professional printing needs.
<b>.jpg</b>	Joint Photographic Experts Group low resolution, 72 dpi, RGB color	Used for web based or projected screen applications (Powerpoint). Can also be used in some Microsoft Office programs for internal use. Cannot be scaled larger without loss of resolution (quality).
<b>.tif</b>	Tagged Image File Format high resolution resolution bitmap or photographic, pixel based image	Used for photographic based applications or when an eps file is unacceptable.
<b>.png</b>	Portable Network Graphic	Used for Microsoft Office programs for internal use.
<b>.pdf</b>	Portable Document File	Used as an onscreen proof for reference only.

### Color Descriptions

- 2C=** 2 solid Pantone colors, for spot color professional printing.
- 4C=** 4 color (cyan, magenta, yellow, black) process printing, for professional or office printing.
- K=** black & white printing
- RGB=** red, green, blue projected color, for internet, powerpoint or other projected screen color.