

Logo Usage Guide

Whenever possible, provide all included logo files to your vendor so they can select the appropriate version for your production method.

If only one file can be submitted, use the guide below to choose the best option for your project.

If your project requires a specialized logo format or colorway*, please email creative@adproresults.com.

Logo Type	When to Use
EPS	File format used for large-format applications such as signage, vehicle graphics, apparel, banners, and promotional products. Vector format allows the logo to be scaled to any size without losing quality.
PNG	File format used for most digital uses and many small-format print applications. Includes a transparent background for easy placement on photos, colored backgrounds, and documents.
CMYK	Color mode used for professionally printed materials such as brochures, business cards, flyers, and direct mail. Optimized for commercial printing.
RGB	Color mode used for digital applications including websites, email, presentations, social media, and digital advertising. Optimized for screens.
On Light	Use on white or other light-colored backgrounds.
On Dark / Reversed	Use on dark or highly saturated backgrounds to maintain contrast and legibility.
Wide	Preferred logo arrangement. Use whenever space allows, especially in horizontal layouts.
Stacked / Square	Approved alternative for square or vertical layouts where the wide logo does not fit well.
Simplified / No Tagline / Small	Use for small applications where the tagline would become unreadable, such as social profile images,

Logo Type	When to Use
	favicons, promotional items, or other limited-space layouts.
1C (1-Color)	Use for when a simplified colorway is preferable or when production is limited to a single ink or color, such as embroidery, engraving, screen printing, vinyl cut graphics, stamps, or specialty promotional items. (Restricted for some brands.)

Example Project 1:

Phil Long Kia needs to provide a logo for sponsored event. Logos will be placed in a *white area* on a *large, printed banner*.

If only one logo file can be submitted, the **WIDE** layout **ON LIGHT** as an **EPS** (scalable vector) in the **CMYK** (color space for print) would be best.

i.e. SKIA082124_PhilLongKia_MotorCity_logos_CMYK_WIDE-ONLIGHT.eps

Example Project 2:

TruckWorld is working with a developer on an app. The developer needs a logo file to place on a section of the *mobile app* with a *dark background*.

If only one logo file can be submitted, the **STACKED** layout **ON DARK** as a **PNG** (high resolution web safe) in the **RGB** (color space for screen/digital) would be best.

i.e. PLC082124_PhilLongTruckWorld_logos_RGB_STACKED_ONDARK.png

* Specialized use cases may include one-color printing, embroidery, existing signage requirements, social media profile images, favicons, or other production-specific needs.