







## GCF Member Logo Explained

GCF has supplied a mix of file types for the GCF Member Logo in the zip pack so that no matter what application you might need, you will have a suitable file for your requirement. Essentially GCF Member Logo is based on two primary files, vector based and image based.

The vector based files are files that can be used in printed artwork and can be scaled infinitely without any loss in quality. The vector based files are all EPS files. The EPS files has a choice of CMYK, RGB & PMS formats and these are explained below:-

- RGB files are created with mixes of Red, Green and Blue and RGB files should be used for on screen media.
- CMYK files are created using Cyan, Magenta, Yellow and Black and these files are used in 4 colour process printing.
- PMS files are comprised of solid pantone colours – that's why there is only one of them that uses 2 spot colours to achieve the right look.

gcf_membergrey_157rgb	gcf_member_2col_rgb	gcf_member_grey_rgb	gcf_member_mono_rgb
			

The image based files are pictures, as per above, that have a set resolution that can be scaled down with no loss in quality *but* cannot be scaled up from there set physical size without loss of quality. Image based files are for use in on screen media and are supplied at a high resolution so they can be scaled down to the required physical size.

The image based files are typically GIF, PNG, JPG and PDS files and are essentially all the same but can take different amounts of memory up due to the compression that is applied when saving them as different file types. PSD files are basically resaved as the other different image based file types.

The MACOSX folder is a folder that is created on Macs (Mac Operating System Ten) when the folder is compressed.