GCF Logo Types Explained

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 image based files are usually pictures 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. If you scale these up, then you get what is called pixilation as the image quality degrades as the image gats larger. 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 PSD 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. GCF favours JPF.

Colour files comprise RGB files which are created with mixes of Red, Green and Blue and should be used for on screen media.

In the zip pack, you will find the following EPS & JPG files:-

1. GCFColHorRGB - *Colour horizontal logo in format suitable for screen based and on-line application in EPS format*
2. GCFColHorRGBJPG - *Colour horizontal logo in format suitable for on-line application in JPG format*
3. GCFLogoBlkHor - *Black and white horizontal logo mono print application in EPS format*
4. GCFLogoColHor - *Colour horizontal logo in format suitable for colour print application in EPS format*
5. GCFColSmallRGB - *Small colour version of logo suitable word processing in JPG format*