TOTAL TITLE SOLUTIONS LOGO USAGE GUIDE

Last Updated Feb. 6, 2011

Welcome!

Welcome to the Total Title Solutions Logo Usage Guide.

This guide is built in such a way that the preferred logos are placed at the top of each group. The groups are also ordered so that more "favored" designs start at the left. Please consider this when selecting logos to use.

Please try to avoid placing logos on busy backgrounds (if necessary create a white block to contain the logo).

Primary Logo

Attempt to use this mark whenever the situation and space allows

Total Title Solutions
Closings Made Simple
TTS_PrimaryR

Total Title Solutions
Closings Made Simple
TTS_PrimaryK

Total Title Solutions
Closings Made Simple
TTS_PrimaryW

Horizontal

For cases where tagline use is problematic. (i.e. letterhead, stacks of logos, roadside signage)

Total Title Solutions
TTS_HorizR

Total Title Solutions
TTS_HorizK

Total Title Solutions
TTS_HorizW

Tips

- *If the tagline "Closings Made Simple" will be smaller than type appears in the newspaper (roughly 1/8 inch) use a version without tagline.*
- *On colored backgrounds it will often be better to defer to Black (K) or Reverse (W) versions of logos.*
- *Reverse (W) versions should be used on backgrounds darker than 40% gray (that's the color of the gray bars on this page). On lighter colors, Black (K) will usually be more appropriate.*

Stack with Tagline

For cases where width is constrained or logo is centered on wide area

Total Title Solutions
Closings Made Simple
TTS_StackTagR

Total Title Solutions
Closings Made Simple
TTS_StackTagK

Total Title Solutions
Closings Made Simple
TTS_StackTagW

Stacked Logo

For cases where tagline may not be appropriate (i.e. small, crowded)

Total Title Solutions
TTS_StackR

Total Title Solutions
TTS_StackK

Total Title Solutions
TTS_StackW

Square

Used when space is limited, need vertical orientation.

Total Title Solutions
TTS_SqR

Total Title Solutions
TTS_SqK

Total Title Solutions
TTS_SqW

Small Square

This logo is for SMALL USE ONLY.
Use only ONE INCH or SMALLER.

Total Title Solutions
TTS_SmSqR

Total Title Solutions
TTS_SmSqK

Total Title Solutions
TTS_SmSqW

Don'ts

Too Small for Tagline
Too Small for Horizontal

Don't use color on strong colors

Don't Rotate Orientation

Don't Stretch or Distort

Don't Dissect

Don't "Do It Yourself"

About this Logo

PANTONE 192 *or these conversions*
R225 ***G***14 ***B***73 / ***C***0 ***M***97 ***Y***6 ***K***0 / ***HEX*** E10E49

PROCESS BLACK *or these conversions*
R30 ***G***30 ***B***30 / ***C***0 ***M***0 ***Y***0 ***K***100 / ***HEX*** 1E1E1E

What File Format Should I Use?

There is no perfect graphic file format

There is no perfect file format for graphics. Here is a quick summary of the of several popular file formats.

RASTER FORMATS

Raster formats use groups of dots (pixels) to create images, this allows for many colors and transitions, but images suffer when used improperly. One of the most common mistakes using raster images is over-enlarging them, leading to pixelated images.

BMP - High compatibility with most applications, however no compression offered so files can get quite large. Not a good option for web or e-mail use.

GIF - Small, compressed and can have a transparent background. Good option for web and e-mail. Limited color palette in many cases.

JPG (or JPEG) - One of the most common formats, high compatibility, variable compression, no transparency.

TIFF - A high quality image file, with little compression. Only specially created versions allow transparency.

PNG - Comparable to GIF (compressed, transparency) with better color.

VECTOR FORMATS

Vector formats graphics are line-and-point based and are infinitely scalable if created properly. For example, a square is a square regardless of size, so long as the relationship between the corners (points) and the sides (lines) are maintained. Many vector formats also allow for curves, further expanding the scalability. Vector files tend to be small file sizes and have little need for compression. All support transparency. **Use vector formats whenever programs/ applications allow.**

EPS - The most common vector file format. Typically what graphic professionals will ask for.

PDF - PDF is an oddity, in that it natively handles both vector and raster contents. TTS logo PDFs are all vector.

SVG - An emerging file format that is becoming more widely accepted among newer applications (although none from Microsoft.)

WMF - Microsoft's vector format. Does not accommodate curves, so extreme scaling can reveal curves as series of short lines with shallow angles.

For Printed projects:

Most "office" software suites will accept WMF format files (including PowerPoint and similar presentation tools.) Newer versions may also accept EPS files (although often only through "Insert › Picture" in the menus.)

In the event that these vector files will not work with your software, print resolution versions of JPG, TIFF and PNG files are provided. These raster images are done at 600 dots-per-inch, so they can be enlarged to double their current size. (Print typically targets 300 DPI.)

BMP files provided are 300 DPI, so they cannot be enlarged without degradation.

If files are needed for professional offset printing, please contact My Marketing Department for logos optimized for 4-color process.

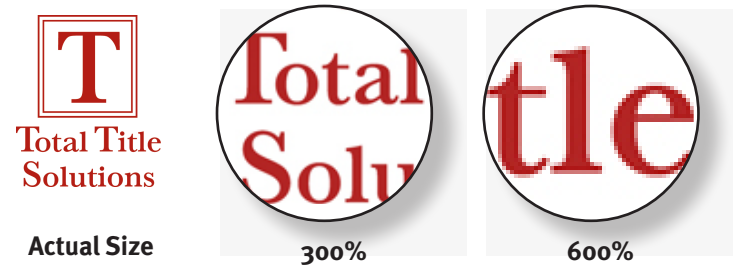
For Screen-based projects: *web, non-HD video etc.*

Formats for web, video or on-screen (or projection) presentations vary dramatically, typically you will want to use one of the formats labeled for WEB, to prevent the presentation or web document from becoming too large.

When possible (i.e. PowerPoint) vector formats are still going to offer the most versatility, however not all uses will allow vector images (such as HTML websites.)

Web resolution JPG and PNG files have been provided, as well as GIFs. These files should never be enlarged (most are large so that they can be scaled down to be used in most situations.

A Closer Look At: RASTER IMAGES



This group contains JPG, BMP, TIFF, PNG, GIF. Unless you know resolution supports it, DO NOT ENLARGE. Compatible with many programs, but can be very large in size.

A Closer Look At: VECTOR IMAGES

This group includes EPS, PDF, SVG and WMF. Typically scale well and are small in filesize. Not compatible with all programs.