



# Logo guidelines



On this disc you find a complete set of 'Phillips Solicitors' logos. The logo has been provided to you in various files and colour ways to ease logo usage and supply to third party suppliers.

## EPS files

The EPS files are created mainly for use when the logo is needed for printed literature such as stationery, brochures, advertising material etc. These are the best files to supply out to printers and designers who are creating these kinds of media.



File name: phillips\_logo\_p200.eps  
Colour: Pantone 200



File name: phillips\_logo\_cmyk.eps  
Colour: CMYK  
Colour values: C0% M100% Y63% K12%



File name: phillips\_logo\_black.eps  
Colour: Black

## Tiff files

The tiff files are created for use in-house, in Word, Powerpoint etc. Or if a third party supplier requests a tiff specifically. (These files are in an RGB colour space and have a resolution of 300dpi).



File name: phillips\_logo\_red.tif  
Colour: RGB  
Colour values: R204 G0 B51



File name: phillips\_logo\_black.tif  
Colour: Black

## JPG (JPEG) files

These are basically the same as the tiff files and are created for use in-house, in Word, Powerpoint etc. Or if a third party supplier requests a tiff specifically. The only difference is that their size is compressed using the jpg format giving you smaller file sizes when using it in your documents. (These files are in an RGB colour space and have a resolution of 300dpi).



File name: phillips\_logo\_red.jpg  
Colour: RGB  
Colour values: R204 G0 B51



File name: phillips\_logo\_black.jpg  
Colour: Black

# Colour guidelines



## Colour palette

These are the corporate colours used in the 'Phillips Solicitors' identity. Although any colours can be used in moderation it is this set that will give a consistent look and feel to all marketing media.

## Spot colours



Pantone 200



Black



Grey (20% black)

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## CMYK colours



C0% M100% Y63% K12%



K100%



K20%

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## RGB colours



R204 G0 B51



R0 G0 B0



R204 G204 B204

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## Web colours



#990033



#000000



#CCCCCC