



Helen Macpherson Smith Trust

LOGO STYLE GUIDE

THE LOGO

The Helen Macpherson Smith Trust logo (as seen above) is provided for grantee use in three different file versions. From December 2014, this is the only logo design with the graphic and name stretched out long beneath it. Previous designs are not to be used. Please ensure you have the correct logo which is available from HMSTrust in the following file versions:

HMST_Logo_small JPG.jpg	this is a low resolution file for use on websites only
HMST_Logo_Acknowledgement JPG.jpg	this is a high resolution file for use in printed documents such as Word or PowerPoint
HMST_Logo_Acknowledgement EPS.eps	for use in signage and printed documents
HMST_Logo_Acknowledgement EMF.emf	for use in PowerPoint presentations
HMST_Logo_White.eps	a white version designed for use against a coloured background

Call HMSTrust on 03 9999 3000 to request the logo.

We ask that you **please email your final artwork to info@hmstrust.org.au to confirm correct application of the HMSTrust logo.**

This is not necessary for PowerPoint presentations which feature our logo, unless you cannot get it to look like it should, in which case we can assist you.

HOW DO I KNOW WHAT VERSION TO USE?

Print

Use either the high resolution .jpeg version (i.e. HMST_Logo_Acknowledgement JPG.jpeg) or the .eps version (i.e. HMST_Logo_Acknowledgement EPS.eps) of the logo (if you use the .eps version, it will look jagged on your computer screen but print out perfectly).

Web

Use the low resolution .jpg file (i.e. HMST_Logo small JPG.jpg)

This is compressed/optimised for online use (see definition over the page). The larger .jpg may also be used depending on the final screen sizing.

Signage

Use the .eps files (i.e. HMST_Logo_Acknowledgement JPG.eps)

These can be infinitely scaled to large sizes without losing clarity.

PowerPoint

Use a high resolution .jpg file (i.e. HMST_Logo_Acknowledgement JPG.jpeg) or .emf file (i.e. HMST_Logo_Acknowledgement EMF.emf)

CORRECT USAGE

The logo should never be distorted, broken up, or compromised in any other way.

Do not stretch, squash or change the layout or proportions of the logo. If you wish to make the logo appear larger or smaller in your document, click on one of the corners and drag it diagonally. This will enlarge or shrink it to the size you require, while keeping the correct proportions.

Please ensure there is adequate space around the logo.



DEFINITIONS OF FILE TYPES

To assist you, we have compiled an explanation of the different file types:

EPS

EPS stands for Encapsulated PostScript and was designed to allow graphics material from one program to be transferred and used in a document produced by another program. EPS files contain descriptions of text and graphics but do not in themselves give any instructions of where and how to print them onto a page (or what page size should be used for that matter). Therefore you cannot just click on the file and open it; it needs to be inserted into a document. It will look jagged on screen as it is simply showing you a preview of the image but it will print perfectly.

JPG/JPEG

JPEG (seen most often with the .jpg or .jpeg filename extension) is a commonly used method of compression for digital images, particularly for those images produced by digital photography. JPEG gets its name from the Joint Photographic Experts Group which originally devised the compression standard.

The images can be compressed into different sizes; the larger the file size (kb/Mb) indicates the clarity or resolution of the image. Therefore, an image for publication needs a large file size for high resolution whereas an image for using on a website or within an email only needs to be a low resolution or smaller file size.

EMF

This is not so commonly used compared to JPEG or EPS files. An EMF is an image file format designed for Microsoft Windows. It stands for Enhanced Metafile. EMFs are intended to be portable between applications. The EMF format is device-independent, so the dimensions of a graphic are maintained on the printed copy regardless of the resolution in dots per inch (dpi) of the printer.

