



Helen Macpherson Smith Trust

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# LOGO STYLE GUIDE

## THE LOGO

In December 2014, we changed our logo to the one you see on our website and all our material as below.

HMSTrust's Grants Matrix inspired our logo. Helen's signature is a bridge between the two pillars of the Grants Matrix, forming a distinctive 'H'.

**Please request a new logo to ensure you have the correct version.**

The Helen Macpherson Smith Trust logo is provided for grantee use in two different versions.



Helen Macpherson Smith Trust

Please use this version with our name in full when our logo is to appear by itself or with other logos and there is plenty of space for our name to be legible.



HMSTrust

Please use this abbreviated version of our name if our logo is to appear with multiple other logos and there is limited space.

Previous designs of our logo are not to be used.

Please ensure you have the correct logo which is available from HMSTrust in the following file versions:

<b>.jpg</b>	this is a high resolution file for use in printed documents such as Word or PowerPoint
<b>.eps</b>	for use in signage and printed documents
<b>HMST_Logo_White.eps</b>	a white version designed for use against a coloured background

Call HMSTrust on 03 9999 3000 or email [info@hmstrust.org.au](mailto:info@hmstrust.org.au) to request the logo.

We ask that you **please email your final artwork to [info@hmstrust.org.au](mailto: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.

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## HOW DO I KNOW WHAT VERSION TO USE?

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### Print & Web

For printed material, use either the high resolution .jpeg version or the .eps version of the logo (if you use the .eps version, it will look jagged on your computer screen but print out perfectly). We have a white version of logo for use against coloured backgrounds. This is only available as an .eps file.

For web use, use the .jpg version.

### Signage

Use the .eps files

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

### PowerPoint

Use a high resolution .jpg file

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## CORRECT USAGE

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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:

### **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.

### **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.