



Helen Macpherson Smith Trust

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HMSTrust 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 current design.

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

HMST_Logo_long (.jpg or .eps)



For use when there is plenty of clear space and few other logos around it.

Helen Macpherson Smith Trust

HMST_Logo_short (.jpg or .eps)



For use with multiple other logos (>3) and when there is limited space.

HMSTrust

Approval of final artwork by HMSTrust is required prior to publication. Please provide artwork proofs by email to info@hmstrust.org.au in a timely manner e.g. minimum of 2-3 days before your production deadlines.

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

.jpg	this is a high resolution file for use in printed documents such as Word or PowerPoint
.eps	for use in signage and printed documents
HMST_Logo_White	a white version designed for use against a coloured or black background. Available in Long or Short versions in .eps, .png and .ai (Adobe Illustrator) formats.

Call HMSTrust on 03 9999 3000 or email info@hmstrust.org.au to request the logo.

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

HOW DO I KNOW WHAT FORMAT TO USE?

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.

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

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. If you have selected to use the long version, please ensure our name is legible. If the logo is small and the text is not clear, please use the short version.

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.

PNG

A PNG file is an image file stored in the Portable Network Graphic (PNG) format. It contains a bitmap of indexed colours and uses lossless compression. PNG files are commonly used to store graphics for web images.

AI

An AI file is a drawing created with Adobe Illustrator, a vector graphics editing program. It is composed of paths connected by points, rather than bitmap image data. AI files are commonly used for logos and print media. Not all programs can open Adobe Illustrator.