



COLOR BREAKS

- **REPRO IN PMS COLORS:** When the NJ DHSS Save 3 Lives signature appears in full color it should always print 100% of PMS 200 RED, and BLACK. Page 2 defines appropriate file formats. *see figure 1.*
- **REPRO IN 4-COLOR PROCESS:** In situations where the logo reproduces in process color, use the color build formula listed under “color designations” to designate the PMS to 4-color build conversion for your logo. Page 2 defines appropriate file formats. *see figure 2.*
- **REPRO FOR BROADCAST, WEB DESIGN OR POWERPOINT:** When the NJ DHSS Save 3 Lives signature appears in broadcast media (television, film, video), Web design or PowerPoint, use the available, specified versions of the RGB color signatures. Where the broadcast, Web or screen background would impede the legibility of the signature, use the signature as pure white on a solid field. Page 2 defines appropriate file formats. *see figure 3.*
- **REPRO IN ONE PMS or COLOR:** When the NJ DHSS Save 3 Lives signature must appear in 1-color it must always print 100% Process Black or PMS 200 RED. It may also be reversed out of a solid or dark background in which the ink density does not fall below 260% (when converted to process colors). If the color scheme clashes with the NJ DHSS Save 3 Lives signature, the signature must reproduce on an area of white within the design.

figure 1.



figure 2.



figure 3.



COLOR DESIGNATIONS/BUILDS

- **SPOT (PMS) COLORS** for the NJ DHSS Save 3 Lives signature are: PMS 200 RED, BLACK
- **4-COLOR PROCESS (CMYK) Builds** for the NJ DHSS Save 3 Lives signature are: PMS 200 RED (0%C, 100%M, 63%Y, 12%K) BLACK (0%C, 0%M, 0%Y, 100%K)
- **RGB Builds (broadcast, Web or PowerPoint use)** for the NJ DHSS Save 3 Lives signature are: PMS 200 RED = (211R, 017G, 069B) BLACK = (0R, 0G, 0B)

TYPOGRAPHY

The TYPEFACES used in the NJ DHSS Save 3 Lives signature are Cochin and Avenir. The logotype has been custom kerned and some letters have been redrawn or adjusted as needed. Therefore the NJ DHSS Save 3 Lives logotype should NEVER be approximated by retyping the identity’s text component.

The logos are provided as font independent file formats; it is not necessary to purchase these fonts for use of the logo.

MINIMUM SIZE REPRODUCTION

The signature must always be reproduced so the x height of the NJ DHSS Save 3 Lives logotype measures a minimum of .14” high to ensure all elements of the identity are legible.





IDENTITY PLACEMENT: AREA OF ISOLATION

The NJ DHSS Save 3 Lives signature should always be afforded a predetermined area of breathing space, referred to as an area of isolation. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. The area of isolation can be calculated as a margin of clear space equivalent to two times the x height of the logomark. *see figure 4.*

IDENTITY PLACEMENT: CO-BRANDING LOCK-UPS

When the NJ DHSS Save 3 Lives signature is used as a sponsorship or endorsement for a project, product or business venture, the rules governing the use of the signature still apply as stated on page 1 of this identity usage guideline.

However, when the NJ DHSS Save 3 Lives signature is used to signify a sponsorship, partnership or affiliation, a secondary area of isolation and identity lock-up with another logo is needed. In this case, the NJ DHSS Save 3 Lives logo should always appear first in sequence if the NJ DHSS Save 3 Lives is dominant in the partnership agreement. If the NJ DHSS Save 3 Lives is subordinate in the agreement/relationship, the NJ DHSS Save 3 Lives signature should always appear second but adjacent, NEVER underneath the other logo. The other logo must maintain a visual, not mechanical, balance with the NJ DHSS Save 3 Lives signature. Last, the two logos must be divided by a vertical solid black rule that is the height of the tallest of the two marks in the lock-up. The rule must always be a minimum .5 point line width. *see figures 5a–5b.*

figure 4.

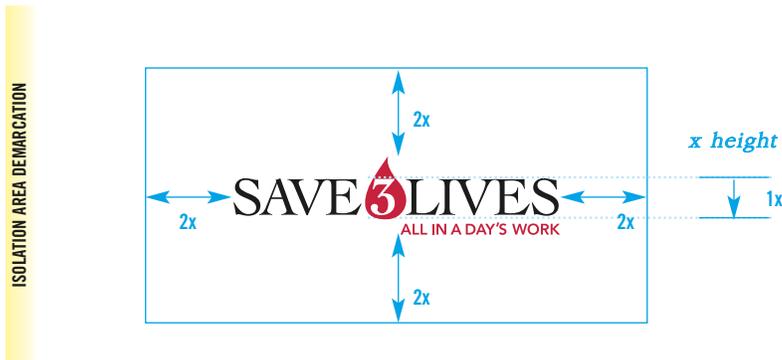


figure 5a.

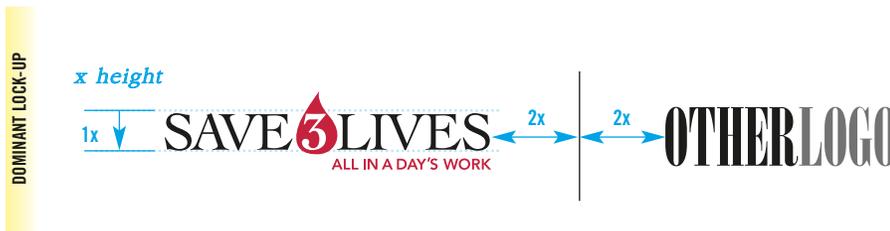
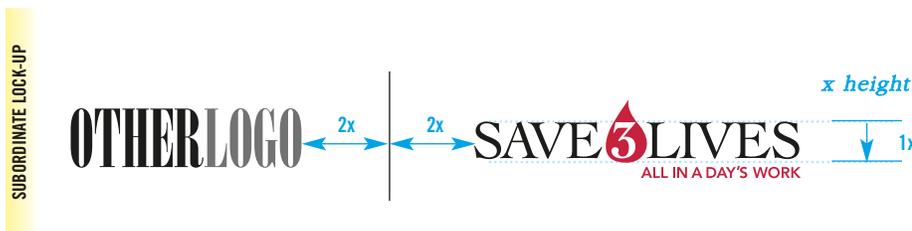


figure 5b.



TECHNICAL TERMS

• **EPS:** (vector-based) Abbreviation for Encapsulated Postscript. A common vector-file format, generally associated with line drawings or files generated out of such programs as Adobe Illustrator, FreeHand, or CorelDraw. Examples of vector image file types are: EPS, DXF and DRW files.

With vector graphics, the file that results from a designer's work is created and saved as a graphic format that uses mathematical plotting of points to form an image. Most images are in the form of vector image files. Vector image files are resolution-independent, meaning they can be scaled an infinite amount without any loss of quality.

• **JPG:** Abbreviation for Joint Photographic Experts Group. A raster graphic image file created by choosing from a range of compression qualities. Usually for broadcast, MS Word or Web use, this file format is only suitable for print reproduction if it has enough resolution.

• **PNG:** Abbreviation for Portable Network Graphics. This format was designed as an alternative to the older and simpler GIF (Graphic Image Format). Built into the file format is a level of background transparency that is perfect for use in MS PowerPoint presentations.

APPLICATION FILE FORMATS

• **BROADCAST = EPS**
It is not possible to anticipate the resolution necessary for all broadcast media without knowing the final intended target resolution. NJ DHSS Save 3 Lives should supply their broadcast editors with the vector-based EPS files of their NJ DHSS Save 3 Lives logo. From this file, the broadcast vendor/editor will be able to rasterize the logo to fit their exact needs.

• **MICROSOFT WORD = JPG**

• **POWERPOINT OR WEB = PNG**

• **PRINT MATERIALS = EPS**



LOGO | SUMMARY OF VERSIONS

The primary NJ DHSS Save 3 Lives signature should always be used in CMYK or PMS color. *see figure 6a*. There is a secondary version of the NJ DHSS Save 3 Lives signature that should be used when there are spacing restriction. *see figure 6b*. A one color version is also available in black, PMS 200 RED and in a knock out (KO) option for use on dark backgrounds. *see figure 6c*.

figure 6a



figure 6b



figure 6c

