ILRI Logo
Usage Guide

Version 1 August 2012

ILRI has two logo variations, the ILRI logo and the ILRI design element.

ILRI
INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE

The ILRI basic logo:
A graphic mark used to aid and promote instant public recognition on material that involves or produced by ILRI. It is familiar to staff, donors, research partners, and other stakeholders. File formats can be downloaded from the ILRI comms wiki: *http://ilri-comms.ilriwikis.org/ILRI_Logo*

ILRI
International Livestock Research Institute
ilri.org

The ILRI design element logo:
A graphic mark that is solely produced and developed by ILRI designers to aid and promote instant public recognition on material that sole produced by ILRI. It is familiar to staff, donors, research partners, and other stakeholders. This logo is not available to the public.
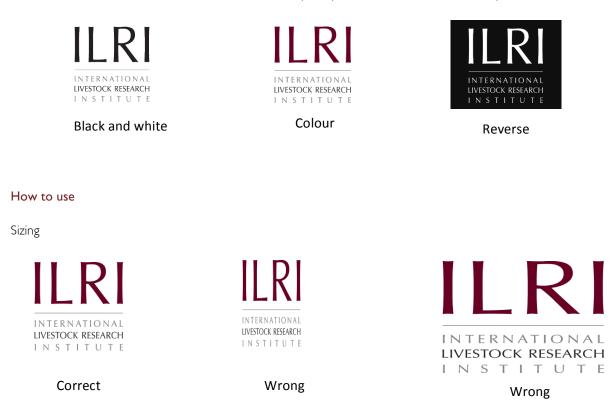
The ILRI basic logo

Straight line
Light black 60 %
CMYK: C= 0 M=0 Y=0 K=60
RGB: R=134 G=134 B=134

Font: Optima
Light black 60 %
CMYK: C= 0 M=0 Y=0 K=60
RGB: R=134 G=134 B=134

Font: Optima
Pantone colour: 505 C
CMYK: C= 50 M=100 Y=100 K=25
RGB: R=104 G=38 B=34

Font: Optima
Pure Black
CMYK: C= 0 M=0 Y=0 K=100
RGB: R=34 G=34 B=33

Colour Versions

Versions are available in full colour, black and reversed (white). Below are illustrations for easy reference.

Black and white

Colour

Reverse

How to use

Sizing

Correct

Wrong

Wrong

To ensure that the logo is scaled proportionately to size, follow the instruction below

1.   Position the mouse pointer over one of the sizing handles.
2.   To increase or decrease the size in one or more directions, drag the mouse away from or toward the center, while holding down SHIFT, release the mouse once the size has been achieved.

Logo Formats

ILRI logo formats can be found at http://ilri-comms.ilriwikis.org/ILRI_Logo

When working with digital image files, it is essential to know the differences between each one, so you know when to use them. The main difference between files formats is how they are used and the outcome they produce.

.eps

An EPS file, or Encapsulated PostScript file, is a versatile vector format of our logo. In other words, you can resize your logo as big or small as needed without compromising the quality of the logo. EPS is compatible in a large number of programs and is great for use with printed elements due to its high quality.

What's it suitable for?
- Business cards
- Brochures
- Advertisements
- ..anything that will be printed of high quality

.jpg and .png

Although it cannot be scaled to a desired size like that of an EPS, JPGs and PNGs are great and preferred for internet use. Due to their smaller file size, they load faster on the web and still look 'sharp' to the eye when viewed on a computer monitor.

What's it suitable for?
- Websites
- Online Ads and Banners
- Email marketing and
- signatures § anything 'web-related'

.tiff

A TIFF, or Tagged Image File Format, is a widely supported file format that works in just about any program. A TIFF is of higher quality than JPG or PNG, but not vector-formatted like an EPS.

In certain cases, these can also be used for higher quality prints, granted they were created at 300 dpi and don't need to resized larger than delivered.

What's it suitable for?
- Microsoft Office programs
- Standard printing for common use (ie. invoices, letterheads, etc.)

NB: Full Color logo comes in CMYK file for the printed file formats (EPS, TIFF) and RGB for the web formats (JPG, PNG). This way you don't experience strange color issues when printing.