

## Choosing a logo:

The Tap Into Goodness logo is available in a horizontal or vertical format, in two primary color choices, the two color teal/blue version and the reversed (white or paper color) version. Each version is provided in a number of formats to meet most potential uses.

- 2pms Two color Pantone color version, uses PMS 541 and 3275, for use in official documents and when printing in less than 4 color (full color) documents.
- black Black version of the logo, which can also be used for single color applications.
- cmyk Cyan, magenta, yellow and black version of the 2 color logo for use in 4 color printing.
- rgb Red, green & blue version of the 2 color logo for use in electronic & online documents or general use in Word, Powerpoint, etc.
- reverse This version of the logo should be used over dark areas of color or photos where the two color version of the logo wouldn't have enough contrast.

## About the file types:

- EPS Vector format, infinitely scalable. Best format to use if your software supports it.
- PDF Vector format, infinitely scalable. Nearly universal support for viewing, somewhat limited ability to import into other applications.
- TIF Bitmap format. TIF files are provided at 300 dpi at 4.43" x 1.5" (horizontal versions) or 2.1" x 2.28" (vertical versions). Uses larger than this in print will cause image degradation.