

How Logos Submitted To CR Signs Are Used

Part of understanding this is explained by "the differences between vector and bitmapped images", as well as "What is a logo". There are separate documents on these subjects on our website.

These are the things we assume when we are given your logo:

You spent good money on your logo, and you do not want us to second guess your motives or your graphic artist that designed the logo. You do not want us to take artistic license with your logo, and make changes.

Versions and purpose:

The logo has been thought out as to the different applications it will be used for and there are versions for those purposes and you have given us the CD or the versions you want us to use.

Logic in the logo:

The graphic designer who created the Logo put thought into the colours, layout and content, and it appears as it is for a number of reasons. Those reasons are known to the graphic designer and the owner of the logo, and we are not privy to those reasons. For instance the logo may contain subliminal images and changing or inverting the image may nullify those subliminal images or messages.

Consistency:

As an owner, you want consistency in the messages you display, and this is why you had a logo designed in the first place. You do not want it distorted, the colours changed, words to be eliminated, or it to appear in a different order of text and images other than you and or the graphic designer who have already spent considerable time deciding how it is to appear, based on the criteria you specified to start with.

Pantone Colours:

If your logo specifies Pantone colours, you actually want us to spend time hitting those colours, and you consider the fact that there is time and expense involved in those colours being attained. If you want something done inexpensively, you will let us know that, and not hitting those specified colours precisely, will be part of cutting costs.

Sign Vinyl:

Your graphic artist understands that sign vinyl comes in a limited amount of colours, and that it is not remotely possible for a sign shop to purchase sign vinyl that matches more than 20 pantone colours, and all that a sign shop can do is order in the sign vinyl colour that comes the closest. Therefore, if the Graphic designer does not specify a brand of sign vinyl and the corresponding code or vinyl number, indeed, what we will do is the closest possible match, which may increase costs to you as an owner, because the closest match may be a very expensive type of sign vinyl. If you do not want this expense you will let us know that, because, again, you do have a logo, and that normally means that in all cases you do want consistency.

Bitmapped content:

A picture or scanned artwork that is bitmapped, contains millions of pixels that cannot be cut. If it was the graphic designers intent that it could be cut, then they have provided a version that has bleed, and a vector outline that is scaled to fit on top of the bitmap, and this vector outline will be cut.

Vector content:

We assume that vector content is scaled correctly, and the colours contained in the vectors has the correct colours. For instance, if a word has an RGB colour value, we assume this is what is required, unless of course there are specifications elsewhere that describe otherwise.

Logo changes:

If you want us to make changes to your logo, then you will instruct us to do so ahead of time, and if you do not instruct us to make changes to your logo, but instruct us to make changes after we have done your layout, we have to charge for the time spent working with what you did not want.

Wild and Wacky Customer Logo Comments:

"I didn't want you to use the river and mountains in my official logo, I don't like the colours in my official logo, I don't plan on using them."

"I wanted you to match the pantone colours, I know they are not specified, I just thought you would use what corel draw suggests is the closest pantone to the contained RGB value."

"I thought you would cut the letters that are hand drawn and don't contain a vector mask."

"I thought you would stretch it to fit the dimensions."

"I didn't want you to use the phone number that is in my logo."

"The file I sent you was just named "official logo" because that is what my cousin called it"