

# Logo guide.

Congratulations on your new logo! We're just as excited for you to put it out in to the world as you are.

With all the different file types in this package, we thought it would be helpful to include this small guide to understand each file type and when to use them.

 File types for digital purposes

 File types for print purposes

## VECTOR FILES

 **AI**  
**ADOBE ILLUSTRATOR**



AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

 **PDF**  
**PORTABLE DOCUMENT FORMAT**



Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

 **EPS**  
**ENCAPSULATED POST SCRIPT**



Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

 **SVG**  
**SCALABLE VECTOR GRAPHIC**



SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

 **JPEG**  
**JOINT PHOTOGRAPHIC EXPERTS GROUP**



A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.

 **PNG**  
**PORTABLE GRAPHICS NETWORK**



Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

## COLOR SPACES

 **RGB**  
**DIGITAL (RED, GREEN, BLUE)**

The color space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colors. Use CMYK or Pantone files for printing purposes

 **CMYK**  
**PRINT (CYAN, MAGENTA, YELLOW, BLACK)**

CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic colors used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.

 **PANTONE/SPOT**  
**OFFSET PRINT**

Pantone is a standardize system for color. Unlike CMYK, A Pantone or spot color is a single color created from a precise mixture of inks. Their color accuracy is superior to CMYK, but can become costly using more than three colors.

# Your Logo Variations.

With all the different platforms and mediums a logo can be used for, one style is simply not enough anymore.

You are provided your logo in the following variations:

- Vertical Orientation
- Horizontal Orientation
- Brandmark or Icon
- Wordmark

Your logo uses 3 colors to create a gradient:

Blue: Pantone 2727 C CMYK: C=100 M=38 Y=0 K=0 RGB: R=0 G=128 B=200 HEX: #0080c8	Orange: Pantone 7564 C CMYK: C=2 M=47 Y=100 K=0 RGB: R=242 G=152 B=31 HEX: #f2981f
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Purple: Pantone 2593 C CMYK: C=58 M=95 Y=0 K=0 RGB: R=131 G=53 B=148 HEX: #833594
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Your logo uses the following Adobe fonts:

Main Text "The Bridge Therapy":  
Charcuterie Contrast

Designation and Solgan:  
Azo Sans

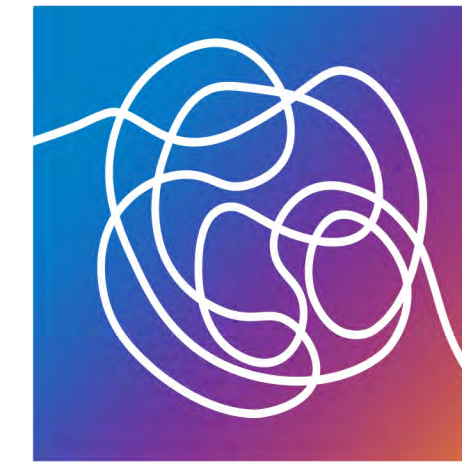
## Vertical/Horizontal

Different situations will call for different orientations. For websites, a horizontal version is typically best, but a vertical or stacked style might work better for your signage or collateral pieces.



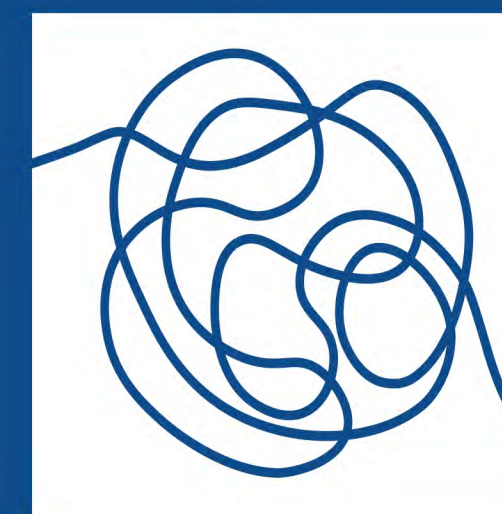
## Brandmark or Icon

Brandmarks or icons without text are great for swag, social media accounts, or when the main logo looks too small.



## Wordmark


This is probably the least popular version you might use. None the less, it can be still useful to include for scenarios where there is limited space.



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**Your Life Untangled**

APPOINTMENT



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Your Life Untangled



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The



# Bridge Therapy

LCSW, PLLC



607.245.6259



[TheBridgeTherapy.org](http://TheBridgeTherapy.org)

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Your Life Untangled

## Your Life UNTANGLED

The Bridge Therapy's Mental Health practice understands the desire for privacy and the assurances we all need in seeking help. Our state-licensed clinicians are able to provide confidential individualized therapy. Providers are familiar with our responsibilities to meet our client's and the community's needs. We offer In-Person or Tele-Health Therapy.

The therapy services are direct and treatment-focused. Our professional services are the type of help that can make you "Better...as you work towards getting Well" in a non-judgmental therapeutic relationship.

[Contact Us](#)

### Prior to contacting our practice for therapy and counseling, keep a few things in mind:

- What issues do you want to address? These can be specific or general.
- Are there any specific traits you'd like in a therapist? For example, are you more comfortable with someone who shares your gender?
- Do you have insurance? Is the provider participating?
- How much can you realistically afford to spend per session?
- Do you want someone who offers sliding-scale prices or payment plans?
- Where will therapy fit into your schedule?
- Do you need a therapist who can see you on a specific day of the week?
- Or someone who has nighttime sessions?
- What are your goals for your treatment?

The reminders above are a good guideline to use in seeking all potential providers.

Please understand that our practice employs licensed clinicians practicing in New York State. We can work with individuals through an agreed-upon self-pay arrangement. We also provide guidance in navigating your health insurance plans.

Remember, it's OK to change therapists if one isn't working for you. Keep trying until you find a therapist which demonstrates "best practice" approaches and who feels right to you or is a good fit working together.

## Our Clinical Staff

Our team of counselors are here to help you with a variety of issues. We will help you navigate through challenges including

- Anxiety
- Depression
- Working towards improving mental health

[Learn More About Our Therapists](#)


"I'm not afraid of storms for I am learning how to sail my ship."

- Louisa May Alcott

[Our Services](#)

## Get In Touch

Name \*

First

Last

Email \*

Phone

Comment or Message \*

Submit

Call

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[Request Appointment](#)