

...cubs logo files

This CD contains all versions of the Cubs logo. In order to apply your identity consistently and coherently, it is important to select the logo appropriate to your requirements. This page is designed to help you do so quickly and easily.

...logo files

Within the main **logo** folder there are three sub folders entitled eps, gif and tif containing logos saved in different file formats. Eps files are for professional designers and printers and can only be used with specialist software, gifs are for web use and tifs are for use on screen in presentations. The colours found in these files are specified differently so it is important to select the right one.

Within the eps folder there are three sub folders containing logos for use at three different size ranges. These are entitled **large** (containing logos for use at 100mm and above), **medium** (containing logos for use between 21mm and 99mm) and **small** (containing logos for use between 15mm and 20mm). The large, medium and small versions are drawn differently so please make sure you select the correct version for your requirements.

eps (FOR PRINT USE)	logo colour	filename
large (use at 100mm and bigger)	positive black positive full colour positive purple negative white	cblack_l.eps cubspos_l.eps cpurple_l.eps cwhite_l.eps
medium (use at 21mm to 99mm)	positive black positive full colour positive purple negative white	cblack_m.eps cubspos_m.eps cpurple_m.eps cwhite_m.eps
small (use at 15mm to 20mm)	positive black positive purple negative white	cblack_s.eps cpurple_s.eps cwhite_s.eps
gif (FOR WEB USE)	logo colour	filename
large	full colour	cubs_l.gif
small	full colour	cubs_s.gif
tif (FOR SCREEN USE)	logo colour	filename
large	full colour	cubs_l.tif
small	full colour	cubs_s.tif

...cubs logo files continued

eps (FOR PRINT USE)



cubspos_l.eps
use at 100mm and bigger



cblack_l.eps
use at 100mm and bigger



cwhite_l.eps
use at 100mm and bigger



cubspos_m.eps
use at 21mm to 99mm



cblack_m.eps
use at 21mm to 99mm



cwhite_m.eps
use at 40mm to 99mm



cblack_s.eps
use at 15mm to 20mm



cwhite_s.eps
use at 20mm to 39mm



cpurple_l.eps
use at 100mm and bigger



cpurple_m.eps
use at 40mm to 99mm



cpurple_s.eps
use at 20mm to 39mm

...cubs logo files continued

gif (FOR WEB USE)



cubspos_l.gif



cubspos_s.gif

tif (FOR SCREEN USE)



cubspos_l.tif



cubspos_s.tif

...cubs headline font

Cubs Revue (only to be used for headlines or subheadings, for text use Frutiger or Arial as specified in the Corporate guidelines)

**A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z**

**a b c d e f g h i j k l m n
o p q r s t u v w x y z**

1 2 3 4 5 6 7 8 9 0

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% () \ / @**

Cubs Revue is a revised version of the Mac font Revue. In order to use this font you must own a copy of the font Revue.