



## tripict.com full Logo/Brand Development DEMO PACKAGE in cooperation with mdepict

Thank you for downloading our DEMO Brand Materials – this Demonstration package is an example of what files and formats you receive when your Brand Development project has been completed. This Demonstration package is a real project for the well-known ALLROUND PRODUCTIONS realized by tripict/mdepict graphic studios. This project is a 100% exclusive and custom development; meaning yours would be, too. We do not re-sell, recycle or re-use Logos, full structures or specific Ideas for multiple projects.

Our Brand Developments are exceeding regular development and design standards as we do not only work in close cooperation with you, but we also developed new design techniques in terms of 3D and texturing methods which are making our developments stand out.

## FILES & FORMATS

Usually the file package includes three types of versions, delivered in separate graphics as you can see in the folders.

1. Wordmark (main Logo Text Design)
2. Full Black/White
3. Full 3D/Texture/Color

### .JPG

The .JPG format is an easy to handle and quick go to format for all kind of usages. We deliver your Logo as solid color black/white version on black and white backgrounds. We either deliver a reverse color version or design an outline for your Logo (as to be found in the ALLROUND example) so it can be placed on dark and light backgrounds. Delivered at 300dpi resolution and minimum of 5000px size; RGB colors.

### .PNG

The .PNG format allows the graphic to come with a transparent background; meaning the Logo can be place on any background with a photo or video editing software without showing a background square. Same as for the .JPG Version we deliver light and dark optimized graphics so you can place your Brand on ANY background without have readability problems.

### .AI

The .AI file is a vector format primarily used for print and ultra-high resolution purposes. The advantage is that the vector graphic is not a rasterized file consisting of a set number of pixels. Vectors are based around formulas, a vector image can scale at high resolution to virtually unlimited sizes.