



The Drought Research Initiative

A number of logos exist that can accommodate a variety of uses; differences include variations in size, resolution and format. Note that all files are either in RGB or gray-scale formats (CMYK format requires conversion).

So, which logo to choose? It depends on what it will be used for:

File type?

- If you need a logo to sit in a word-document, select the RGB jpg-format
- If you are going to add it to another picture or need to resize the logo significantly, select the RGB tif-format
- If you know that the final output will be in black and white or gray-scale, select the gray-scale format

Resolution?

- The higher the resolution, the larger the file; however at the same time, low resolution for large images is not always optimal
- Normally, it is recommended to use 150dpi resolution; 300dpi resolution is better for large images
- 600dpi should only be used in special cases; e.g. select the RGB 15x15 tif-format in 600dpi resolution if you need to upscale the logo (go larger than 17x12 cm²); complete the rescaling in a picture editing program

Size?

- Generally, you should never upscale when resizing...only downscale; scaling-up can result in a poor representation of the image due to the resolution
- Each file name indicates the size of the logo; consequently, choose a logo which is a little larger than the size of the final logo in your document (if resizing is required)
- When rescaling, make sure that the aspect ratio is kept constant!