

BRIGHTPOINT



Introduction

The BrightPoint Master Signature artwork files will be used in many different production environments. To facilitate ease of use, the enclosed artwork files are provided on a dual platform (Mac/PC) CD-ROM in a selection of approved color combinations and file formats. In addition, all of the files included on this CD are platform independent meaning they will work, and can be viewed, on both Macintoshes and PCs with the appropriate applications.

Signature Sizes

The BrightPoint Master Signature files contained on this CD are provided in a variety of sizes. The JPEG files, for instance, range in sizes from 300 - 1200 pixels wide while the EPS files can be scaled to any size needed without loss of quality. The BrightPoint Signature contains forms that may not reproduce well at very small sizes. If any portion of the Signature is not clear and readable when placed in an application it should be reproduced at a larger size.

Signature Colors & Variations

The BrightPoint Signature may be presented in a number of different colors depending on the needs of your application (i.e., a website, a Microsoft® PowerPoint® presentation, a brochure, etc.). The Signature should always be presented in approved color schemes with the appropriate color assigned to each element. Examples of the approved variations, based on available colors and backgrounds, are illustrated in this document.

When a file is provided on a color background, it is to be used on a document with a background of the same color. The background should not be used as a containing shape. BrightPoint Full Color Negative Signatures can be used on multiple color backgrounds.

Our BrightPoint Signature configurations are available in the following color variations:

Full Color, Grayscale, and Black.

Always refer to the BrightPoint Brand Identity Guidelines to determine which version of our signature should be used.

Artwork Included on This CD

Full Color Positive without Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Small

BRIGHTPOINT 

Full Color Negative without Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Small

BRIGHTPOINT 

Grayscale Positive without Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Small

BRIGHTPOINT 

Grayscale Negative without Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Small

BRIGHTPOINT 

Black Positive without Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Small

BRIGHTPOINT 

Black Negative without Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Small

BRIGHTPOINT 

Full Color Positive with Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Full Color Negative with Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Grayscale Positive with Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Grayscale Negative with Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Black Positive with Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

Black Negative with Trademark

Large

BRIGHTPOINT 

Medium

BRIGHTPOINT 

File Types

BrightPoint Signature files are provided in the most commonly used digital formats enhanced for optimum reproduction. The Usage Guide below has been created to assist in choosing the most appropriate file for each application. Remember, file types, color modes and sizes are not interchangeable. JPEG files, for instance, are often used on websites but EPS files (which are mostly used for professional print applications) cannot be viewed by most web browsers. Your usage needs will dictate which file type to use.

Some Signatures have been provided in only EPS or PNG files. Other file types can be created from the original EPS file as needed for different uses.

Usage	Applications (Typical)	File	Color Space	Width Range
Print, new Signature artwork file generation, and professional printing	Adobe® InDesign® Adobe® Illustrator® QuarkXpress®	EPS	CMYK	Infinitely scalable
On-screen and desktop printing, websites, presentations, in-house printing	Microsoft® Word® Microsoft® PowerPoint® Microsoft® Excel® Adobe® DreamWeaver®	JPEG	RGB	1200 pixels 900 pixels 600 pixels 300 pixels
		PNG	RGB	1800 pixels 900 pixels

File Type Descriptions

EPS Files

These are the original master files of the BrightPoint Signature and should be used for the generation of new artwork files (PSDs, GIFs, JPGs, TIFs, etc.) and for print. These vector-based EPS files can be scaled to any size without losing image quality. They also store color information for CMYK color printers. EPS files can be used in most drawing programs and placed in most page layout programs.

JPEG Files

JPEG files are bitmap (pixel-based) images used for screen presentations, websites and desktop printing. The JPEGs on your CD-ROM are provided in different sizes to fit a variety of needs. The quality of a JPEG file degrades as it is enlarged so be careful to choose the correct Signature size for your usage needs. If the exact size you need is not available, choose a larger file and scale it down proportionally or generate a new JPEG file from the original EPS file of the Signature.

PNG Files

The PNG files on this CD-ROM are bitmap images used for screen presentations. PNG files may contain transparent backgrounds and can be used in programs like Microsoft PowerPoint and most web browsers. The quality of a PNG file degrades when it is enlarged so be careful to choose the correct Signature size for your usage needs. If the exact size you need is not available, choose a larger file and scale it down proportionally or generate a new PNG file from the original EPS file of the Signature.

Questions? Please contact brand@BrightPoint.com with any branding questions and logo artwork requests.

This document is intended as a basic guide for usage and application of the BrightPoint Signature. Version 1.0