


INFORMATION		APPROVALS
 Turner Duckworth 375 Hudson Street, 16th Floor New York, NY 10014 United States	Contact Jeff Jones, Implementation Director Studio: +1 (212) 463-2400 Mobile: +1 (732) 284-7795 Date: 03/31/2020	Name: _____ Date: _____ _____ _____ _____

File nomenclature

Client_asset_color_version_space_resolution.filetype

Identifier	Type	Color	Usage version	Color version	File resolution	File type
Client name or Sub-brand name	File type e.g. Logo	blk_Black wht_White pms_Pantone	std_Standard-use sml_Small-use ver_vertical-use	spot ref (print) cmyk (print) rgb (digital)	300_print 300 ppi 144_guidelines 144 ppi 72_onscreen 72 ppi	eps_Vector file jpg_JPEG file PDF_Adobe PDF

PB_symbol_blk_RGB.ai



Print CMYK
Illustrator/Eps/PDF (ref)

Print PMS
Illustrator/Eps/PDF (ref)

Digital RGB
Illustrator/EPS
Photoshop_300dpi
PNG_72dpi
SVG

PB_symbol_pur_RGB.ai



Print CMYK
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Digital RGB
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PB_symbol_wht_RGB.ai



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PB-lsu_symbol_blk_RGB.ai



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