



LUCID PHOENIX

Logo Requirements and Usage Guidelines

General Requirements

The Lucid trademark and Phoenix logo can only be used by licensed parties. The logo must be reproduced from the supplied digital files and must never be used in connection with displays, advertising or promotion of products that do not contain the Lucid Phoenix Player or Phoenix keys.

Licensees must identify the logo and the name Lucid as trademarks of The University of Queensland.

File Guidelines

There are four graphics files provided with Lucid Phoenix (found in the 'Logos' folder in the 'help' folder of the CD-ROM). Colours are not to be altered or reversed.

phoenix_logo_web.gif

Width 68 pixels, height 80 pixels, resolution 72 dpi. This graphic should be used for on-screen display with keys and any other electronic products.

phoenix_logo_web_large.gif

Width 150 pixels, height 176 pixels, resolution 72 dpi. This graphic should be used for on-screen display with keys and any other electronic products.

phoenix_logo_CMYK_AI.eps

This graphic is to be used on any printed packaging that is in colour, such as CD covers and colour boxes. Another version of this logo is provided (below) for compatibility with Freehand and other drawing packages. Use whichever version works best with your software.

phoenix_logo_CMYK_FH.eps

This graphic is to be used on any printed packaging that is in colour, such as CD covers and colour boxes.

phoenix_logo_greyscale_print.eps

This graphic is to be used on any printed packaging that is in greyscale or black and white.

Location Guidelines

The specified Lucid Phoenix logo and website address 'www.lucidcentral.org' must appear on any packaging according to the following guidelines:

Packaging (print) Display the logo and website address on the outermost front, back or sides of the package. They may not be placed on the top or bottom of the product. If no box is used and the product is delivered on disk based media (e.g. CD-ROM, DVD) the logo and website address must be visible on the outside of the CD jewel case either on the front insert or the back tray liner. Use the logo artwork designated for print ('phoenix_logo_CMYK_AI.eps' or 'phoenix_logo_CMYK_FH.eps' for colour; 'phoenix_logo_greyscale_print.eps' for black and white).

Size Guidelines

Packaging (print) The minimum height of the Lucid Phoenix logo is 15 mm, or no smaller than other, similar logos on the package. The website address must be a minimum of 8 point using Lucid Sans regular font or close equivalent.

Clear-Space Guidelines

The area surrounding the Lucid Phoenix logo should be even, un-patterned, and free from typography, illustration and other graphic elements. At a minimum, this clear space must extend around the height and width of the logo by 5 mm.

Contact Details

Lucid website: www.lucidcentral.org

E-mail: enquiries@lucidcentral.org