

SCFD Specifications and FAQs

This sheet accompanies the SCFD communications materials provided online at www.scfid.org. It is a guide to digital prepress/production and answers frequently asked questions.

When should I begin using the new version of the SCFD logo?

Begin using it right now. It is the new “official” 1-color logo.

Why has the SCFD logo changed?

The updated logo emphasizes “SCFD.” The official logo is available for downloading at www.scfid.org.

What size should I use the logo and can it be used without the tagline?

We recognize that there are space limitations in your literature. However, the preferred logo size at least ½” wide (see below) and larger if possible. Presently, the logo should be used with its tagline for all applications.



What file formats are provided?

The logo is provided in five file formats: EPS, PDF, WMF, TIF and GIF. The ads are provided in three file formats: EPS, PDF and TIF.

Use the EPS file format...

For commercial printing applications and Postscript lasers. EPS files can only be printed to Postscript output devices. Thus, an EPS will not work on most inkjets and some laser printers. The EPS format is scalable and will travel cross-platform.

When using EPS files in your application, you must “place” the EPS file not “open” it, otherwise the embedded fonts will be lost. You will see a low-resolution preview header on screen, but output to a Postscript device will be high quality.

Use the PDF file format...

For many commercial printing applications. The PDF format is

compact and will travel cross platform. You (and most printers and service bureaus) can export an EPS file from the PDF file, which can then be used as described previously. To do this, you must have the entire Acrobat suite—not just the Acrobat Reader. Simply export the logo as an EPS file with “fonts embedded.” Some applications can import a PDF page directly.

Use the WMF file format...

For Windows-based non-Postscript output (i.e., most inkjets and some lasers). The WMF format is completely scalable, but is not as widely supported.

Use the GIF file format...

For web applications only. This is a low-quality bitmap format designed for screen display (web use) only. GIFs may be scaled down, but should never be scaled up. Note, however, they display best at actual size, so a variety of sizes have been provided. Do not use GIFs for printed materials.

Use the TIF file format...

If one of the above file formats won't work for your particular application. The provided TIFs are 1200-dpi, black-and-white (1-bit) bitmaps that should work on any platform. The TIF format can be scaled down, but should never be scaled up. A TIF can be used to obtain good output on non-Postscript printers, such as inkjets and some laser printers. A TIF can also be used if you need to swap-out colors and your program supports it.

Why provide ads in different sizes?

The ads were created in four sizes to provide flexibility. These ads may be used to “fit” or “float” within many publications.

What are the mechanical sizes of the SCFD ads?

Full page: 7.25”W x 10”H
1/2 page horiz.: 7.25”W x 4.875”H
1/3 page square: 4.75”W x 4.875”H
1/4 page vertical: 3.5”W x 4.75”H

Can the ads be enlarged or reduced?

The ads may be enlarged or reduced. However, you may encounter legibility issues with the body copy if an ad is reduced more than 5 or 10%.

What do I provide my printer?

Many printers will accept the PDF file plus a clean laser-copy for use as a proof.

What if I have media space that doesn't fit any SCFD ad size?

Custom ad sizes may be developed upon request. Organizations will be billed for production at the prevailing rate.

Can the ads be printed in a different color other than black?

The SCFD ads were designed to be used in black and white, however, some applications may call for the use of a PMS color. Please contact the SCFD office at (303) 860-0588 for permission and more information on SCFD color applications.

What are other uses for the ads?

The full- or half-page ads could be output from a laser printer, then used as handouts on a literature display table at your next event. In addition, the full-page ad could be inserted into newsletters, letter packets or literature mailed to your members. The small-space ads could be placed in newsletters or programs, if there is an extra space that needs to be filled.

Contact the SCFD at 899 Logan Street, Suite 500, Denver, CO 80205, by phone at (303) 860-0588 or online at www.scfid.org.

