

Marsh Logo Assets – Overview

Assets are organized into folders based on color space

Digital—RGB

- **RGB** (Red/Green/Blue) is for on-screen, digital, and broadcast
Common uses: PowerPoint, websites, email, video, digital displays

Print—CMYK

- **CMYK** (Cyan/Magenta/Yellow/Black) is for most process printing
Common uses: all print materials (magazines, posters, billboards)

Print—SPOT

- **Pantone** is for printing on press with premixed Pantone spot inks
Common uses: business cards, stationery, packaging, branded items

File formats and usage

- .ai:** Digital or Print; Adobe Illustrator native scalable vector file
- .png:** Digital; limited-size rasterized file, transparent background
- .svg:** Digital; scalable vector graphic suitable for any screen
- .eps:** Print; professional, high-quality commercial printing

File name legend

| Asset | Color Mode |
|-------------|------------|
| Logo | RGB |
| Symbol | CMYK |
| Endorsement | SPOT |

| Company | Color Variant | File Format |
|---------|---------------|-------------|
| Marsh | Midnight | .ai |
| | Sky | .svg |
| | Black | .png |
| | White | .eps |

Marsh_Logo_Midnight_RGB.ai



Marsh_Logo_Midnight



Marsh_Logo_Sky



Marsh_Logo_Black



Marsh_Logo_White