

National Tooling and Machining Association Identity Guidelines

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Our identity is not just a logo. It is a unique design system composed of a number of elements that come together to form a cohesive brand.

This document was created to guide and assist you in the development of the NTMA brand.

1 Logo

Logo
Introduction
[pp. 8/9]

Logo
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Protecting
the Logo
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MANUFACTURING AMERICA'S FUTURE

The logo is the most visible component of our identity. It serves as the key signature across all NTMA communications. This is the official mark of NTMA. It stands for professionalism, precision, and heritage.

The primary lock-ups of the logo are shown. Use these versions by default. Because the logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently.



The logo color is always blue and white. Optimum definition is achieved in the full-color version with a gradient and dimensional detailing.



The logo also functions in one color for applications where this might be essential. NTMA uses Pantone 294 coated and uncoated for its shade of blue.

The logo should always appear legibly on a clear background. In the case that it is reversed, the logo should appear solid white. In the one-color version, the type is hollow, so be sure to maintain readability.

The logo may also appear in black and white or grayscale when necessary.



294 C / 294 U
C100 M 58 Y0 K21
R0 G85 B150
#005596



40.5°

To protect the clarity and visual integrity of the logo, it has an exclusion zone. The logo should always appear legibly on a clear background.

Special exceptions can be considered. Please contact www.matchstic.com for help.

2

Lock-up

Lock-up
Introduction
[pp. 18/19]

Logo
Lock-up
[pp. 20/21]

Grid
[pp. 22/23]

Affiliate
Lock-up
[pp. 24/25]

Chapter
Lock-up
[pp. 26/27]

Initiative
Lock-up
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Misuse
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Other essential elements often accompany the logo. The relationship between these elements and the logo is called the lock-up. It provides the means for consistent presentation across all media.

The lock-up is a fixed relationship that should not change.



NTMA collateral may require the use of a logo with a tagline or descriptor included.

Only use these approved lock-ups for taglines or full-name descriptors.



6363 OAK TREE BOULEVARD
INDEPENDENCE, OHIO 44131

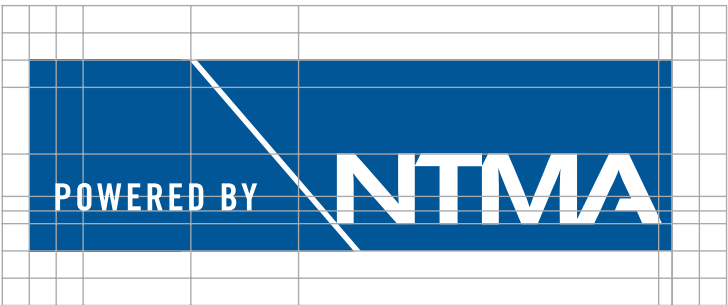
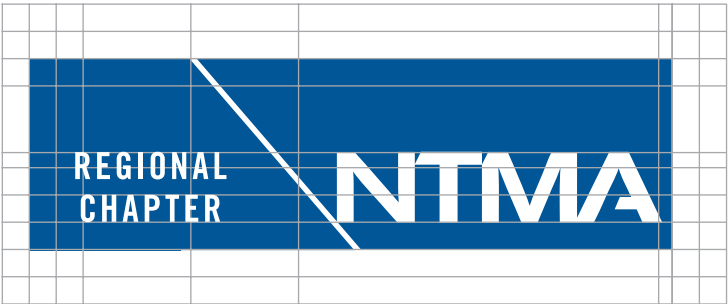
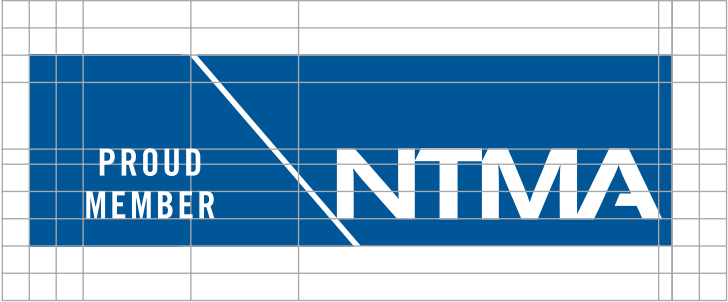
TEL - 800 248 6862
WWW.NTMA.ORG

NATIONAL TOOLING & MACHINING ASSOCIATION

MANUFACTURING AMERICA'S FUTURE

The use of a grid system helps to maintain a consistent visual identity for the NTMA brand. It creates commonality across all formats and applications.

NTMA usually uses a six column grid to organize information. The logo should be anchored to one side of the page and bleed off the edge.



Affiliate of NTMA can use a special version of the logo to show their support. These affiliate badges are not to be altered. They may be used in conjunction with another brand.

When pairing an NTMA affiliate badge with another brand, ensure proper spacing by adhering to the guidelines regarding the logo exclusion zone.

NTMA Chapters have their own special lock-up with the parent logo. All elements are set on a specific grid, and expands to accommodate as much content as necessary.

The chapter logo colors are the NTMA blue and a gray for the chapter text.



294 C / 294 U
C100 M 58 Y0 K21
R0 G85 B150
#005596



424 C / 425 U
C0 M 0 Y0 K65
R119 G120 B123
#77787B



NTMA Initiatives have their own special lock-up with the parent logo and use a pre-determined color palette.

Use the approved grid for NTMA Initiative lock-ups. Only use approved colors.



Some Initiative lock-ups have already been created. Always use the assigned color.

When creating a new Initiative lock-up, choose an unused color from the palette.

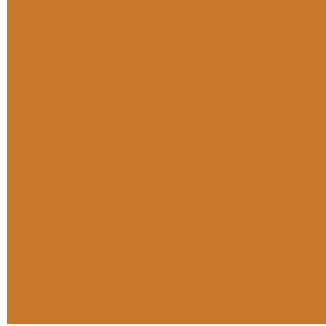
Approved Initiative colors are on the next page.



126 C / U
C0 M25 Y100 K37
R163 G134 B67
#A38643



425 C / U
K77
R85 G82 B85
#555255



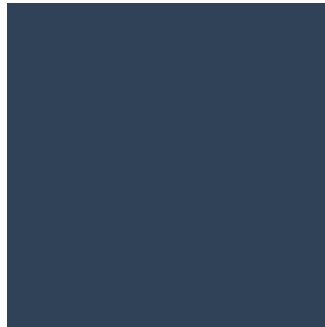
1385 C / U
C0 M44 Y100 K07
R199 G120 B41
#C77829



576 C / U
C49 M0 Y100 K39
R104 G144 B75
#68904B



5195 C / 519 U
C72 M90 Y75 K15
R94 G55 B83
#5E3753



7545 C / U
C23 M02 Y0 K63
R48 G66 B87
#304257



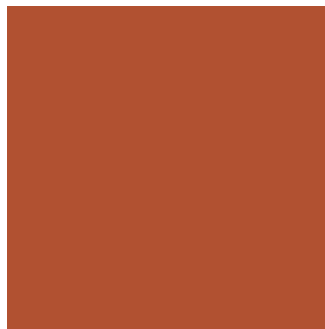
7536 C / U
C0 M04 Y22 K32
R140 G133 B121
#8C8579



7474 C / U
C90 M0 Y28 K22
R0 G130 B130
#008282



4705 C / U
C0 M62 Y71 K49
R89 G37 B25
#592519

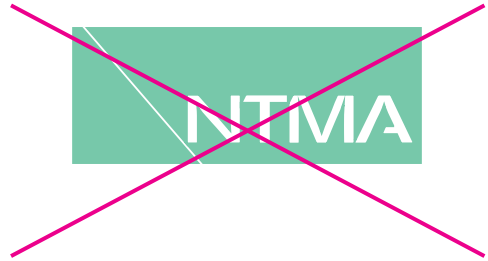


471 C / U
C0 M59 Y100 K18
R176 G80 B48
#B05030

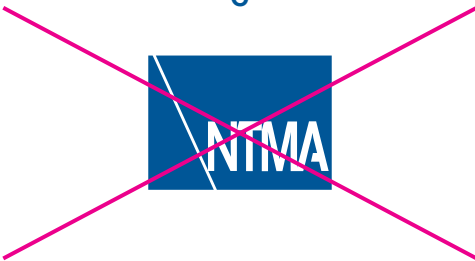
A



B



C



D



E



F



Always protect the integrity of the logo. This includes typography, supporting lock-ups, and color.

Do not:

- A. Use unapproved layouts
- B. Use unapproved colors
- C. Change aspect ratio (stretch or compress)
- D. Add elements inside exclusion zone
- E. Use unapproved fonts
- F. Alter elements

3

Color

Primary
Palette
[pp. 38/39]

Initiative
Palette
[pp. 40/41]



294 C / 294 U
C100 M58 Y0 K21
R0 G85 B150
#005596



185 C / U
C0 M91 Y76 K0
R208 G28 B45
#D01C2D



424 C / 425 U
C0 M 0 Y0 K65
R119 G120 B123
#77787B

The NTMA identity is always blue. It can sometimes be accompanied by red or gray supporting elements.



126 C / U
C0 M25 Y100 K37
R163 G134 B67
#A38643



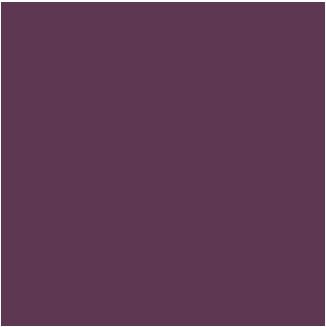
425 C / U
K77
R85 G82 B85
#555255



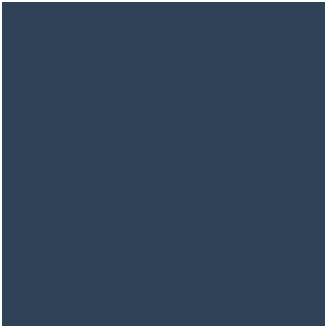
1385 C / U
C0 M44 Y100 K07
R199 G120 B41
#C77829



576 C / U
C49 M0 Y100 K39
R104 G144 B75
#68904B



5195 C / 519 U
C72 M90 Y75 K15
R94 G55 B83
#5E3753



7545 C / U
C23 M02 Y0 K63
R48 G66 87B
#304257



7536 C / U
C0 M04 Y22 K32
R140 G133 B121
#8C8579



7474 C / U
C90 M0 Y28 K22
R0 G130 B130
#008282



4705 C / U
C0 M62 Y71 K49
R89 G37 B25
#592519



471 C / U
C0 M59 Y100 K18
R176 G80 B48
#B05030

These colors are used for NTMA Initiatives.

For more on Initiative guidelines refer to pp. 28–31.

4 Type

Primary
Typeface
[pp. 44/45]

Secondary
Typeface
[pp. 46/49]

Type
Specimens
[pp. 50/59]

Type
Hierarchy
[pp. 60/61]

TG

TRADE GOTHIC

The primary NTMA typeface is Trade Gothic. It is the foundation for all NTMA branding. Clean, utilitarian and legible, it is available in a variety of weights for flexibility.

The primary weight of Trade Gothic that NTMA uses is Bold Condensed No. 20.

NTMA uses a version of Trade Gothic from Linotype. The Trade Gothic Std font family can be purchased from www.linotype.com.

ORATOR

DAM FACEATUR? MUS. COMNIS ET INCIT EXPLITAT FACIDEM
VOLUPTAT. BUS UTENT PERA DOLUPTA TEMPOR MOLOREIUS
UT REPERIORRO VOLUPTAS CUM AM IM NECAECTUR? QUI
NONSEQUATEM RATUR SINUM REPTATUR SITATATEMPOS QUAM,
IPIT PLAUT RATEM FUGIA IUSAM, NET, VELEET HILLATUR?
UT DUCIIS AUTEM ESTIIS ENIENT.

A secondary NTMA typeface is Orator. It compliments Trade Gothic and is used in instances such as subheadlines, captions, and supporting text. Orator is not to be used to set large amounts of body copy.

Orator is set in all uppercase.

Orator is pre-installed on most operating systems, but can also be purchased from the Linotype website — www.linotype.com.

Plantin

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sunt ulla im is ex estrum re secatec tectur? Doluptisquia con es apient
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utas ipsumquias maxim hitae nimit atiatu exceptatur, expliquae si sita
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rem reprovit dolores tiaeribus et, commost vero tem et re volorem volo-
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coriam, volo is eturibus.

Lupti dolor aut abore rehendae volora nonse con comnis repudae ident,
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nosanda ecabo. Aditiam ilit, quo quid eostion sendit, optia qui comniet
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atque plit, si dis nonsequam faccae et ditatus, assit ped ullecae.

Another secondary NTMA typeface is Plantin. It is only used when setting large amounts of body copy, such as in The Record newsletter.

NTMA uses a version of Plantin from Linotype. The Plantin Std font family can be purchased from www.linotype.com.

**TRADE GOTHIC
BOLD CONDENSED NO. 20**

***TRADE GOTHIC
BOLD CONDENSED NO. 20
OBLIQUE***

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

**TRADE GOTHIC
BOLD NO. 2**

***TRADE GOTHIC
BOLD NO. 2
OBLIQUE***

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 1234567890
£&@?!/+(!,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(!,:;)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 1234567890
£&@?!/+(!,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(!,:;)

TRADE GOTHIC
REGULAR

TRADE GOTHIC
OBLIQUE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 1234567890
£&@?!/+ (.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 1234567890
£&@?!/+ (.,:;)*

*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)*

ORATOR

ORATOR SLANTED

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
£ & @ ? ! / + (. , : ;)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
£ & @ ? ! / + (. , : ;)

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
£ & @ ? ! / + (. , : ;)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
£ & @ ? ! / + (. , : ;)

Plantin Regular

Plantin Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 1234567890
£&@?!/+(.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ 1234567890
£&@?!/+(.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

HEADLINE 72PT

SUPPORTING HEADLINE 24PT

Body text 12pt

CAPTION TEXT 8PT

HEADLINE 36PT

SUPPORTING HEADLINE 12PT

Body text 9pt

CAPTION TEXT 8PT

HEADLINE 36PT

SUPPORTING HEADLINE 12PT

Body text 9pt

CAPTION TEXT 8PT

When a variety of type faces and sizes are used, create strong contrast to ensure readability and consistency.

These examples serve as a general guide. Treat each job uniquely.

5

Imagery

Brand
Attributes
[pp. 64/65]

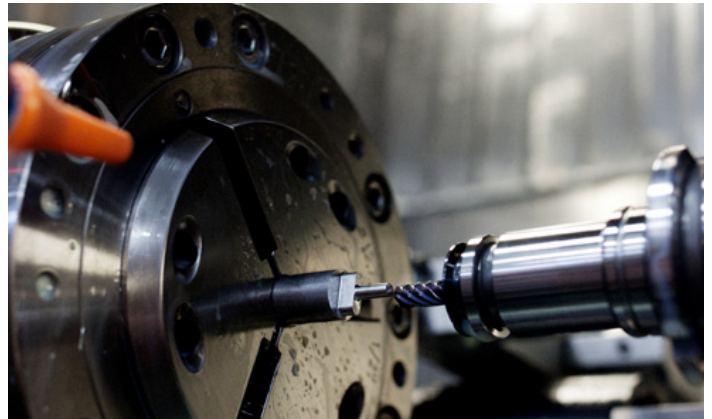
Photography
Style
[pp. 66/67]

Photography
Layout
[pp. 68/69]

Leader
Relevant
Valuable
Visionary
Loyal
Comprehensive
Enjoyable
Reliable

The pictures for NTMA are expressive and real. They are optimistic and representative of the industry. Never use stock photography.

Our Brand Attributes should be conveyed through imagery to enforce the proper tone and voice of NTMA.



Pictures should show the positive qualities of our industry—the people and personalities, hard work, professionalism, and enthusiasm—in a manner that is clear and honest.

Photography should have good contrast and color. It can be analog or digital, but well-lit and straightforward. Photos should not be overly processed.



**FOR OUR
INDUSTRY, THE
FUTURE IS
BRIGHT INDEED**

NTMA

NATIONAL TOOLING AND MACHINING ASSOCIATION

NTMA.ORG

40.5°

A popular layout for photography is combining two images at a 40.5° angle. This follows the same angle as the precision line in the NTMA logo.

When combining pictures with this layout, use contrasting images (e.g. something mechanical paired with something more human).

If images are overlaid with type, ensure sufficient contrast for legibility.

6

Applica- tions

Print
Examples
[pp. 72/75]

Web
Examples
[pp. 75/77]

MEMBER BENEFITS

NETWORKING

If two heads are better than one, how about 20? Or 200?

Our members report that much of the value of their participation from NTMA comes from what they derive from peers. From staffing and recruitment strategies to shop floor best practices to how to cut costs, no one has a monopoly on wisdom and knowledge. So when NTMA members get together, profitable growth is often the result, as members freely share with one another what they know and what they have learned.

NTMA offers no shortage of opportunities to get together, everything from chapter gatherings to national conferences provides opportunities to meet and learn from peers, who then become trusted sounding boards on a day-to-day, week-to-week basis.



BUSINESS DEVELOPMENT

Your business may be prospering today. But how are you going to fill the order books tomorrow?

That's where NTMA business development resources can help. We organize regular business-to-business purchasing fairs, giving you access to 100 or more buyers from large companies with an opportunity to pitch your products and services. Companies have been awarded millions of dollars in contracts as a direct result of these events.

We also offer a program called **Members First**, designed to help members turn to each other to meet needs. Perhaps your next customer is an NTMA peer? Or perhaps an NTMA member would make an excellent vendor for you? Members First helps make the connections.



If two heads are better than one, how about 20? Or 200?

DISCOUNTS

Punch above your weight.

A funny thing happens when a company joins NTMA: it gets bigger (or it looks that way, at least, in the eyes of our affinity partners).

This means that you can take advantage of NTMA's power to leverage group strength to your advantage in shopping for many supplies and services. Discounted services include everything from shipping (FedEx, UPS, Yellow Transportation) to office supplies and PCs (OfficeMax, PC Mall). You can even get discounted supplies through NTMA, from such vendors as DelTubex Die and Mold Components and Granger.



WORKFORCE DEVELOPMENT

As the Baby Boom generation moves into retirement, where is the next wave of technically adept U.S. manufacturing employees going to come from?

NTMA is working to win the next generation through an innovative suite of programs that build interest and awareness, then bridge to training, educational and apprenticeship programs – all aimed at supplying the small-to-midsize manufacturer with sharp, young, enthusiastic team members.

Through membership, you support the **National Robotics League** (which builds interest in manufacturing at the high-school level through the vehicle of robotic combat) and **NTMA U** (an online, college credit curriculum aimed at science, technology, engineering and math) as well as our **National Apprenticeship Program** and **AMPED** (certification best practices program).

Punch above your weight.



DECISION RESOURCES

When trying to determine how much to pay, or what benefits to offer, do you resort to guesswork?

You don't have to. NTMA offers comprehensive wage and salary surveys annually, including an executive compensation report. But that's not all: through your membership you also have access to legal counsel on labor relations matters, with free-of-charge consultations. And you can take advantage of our software evaluation services, providing crucial, unbiased opinions before you make a substantial investment.

NTMA offers comprehensive wage and salary surveys annually, including an executive compensation report.

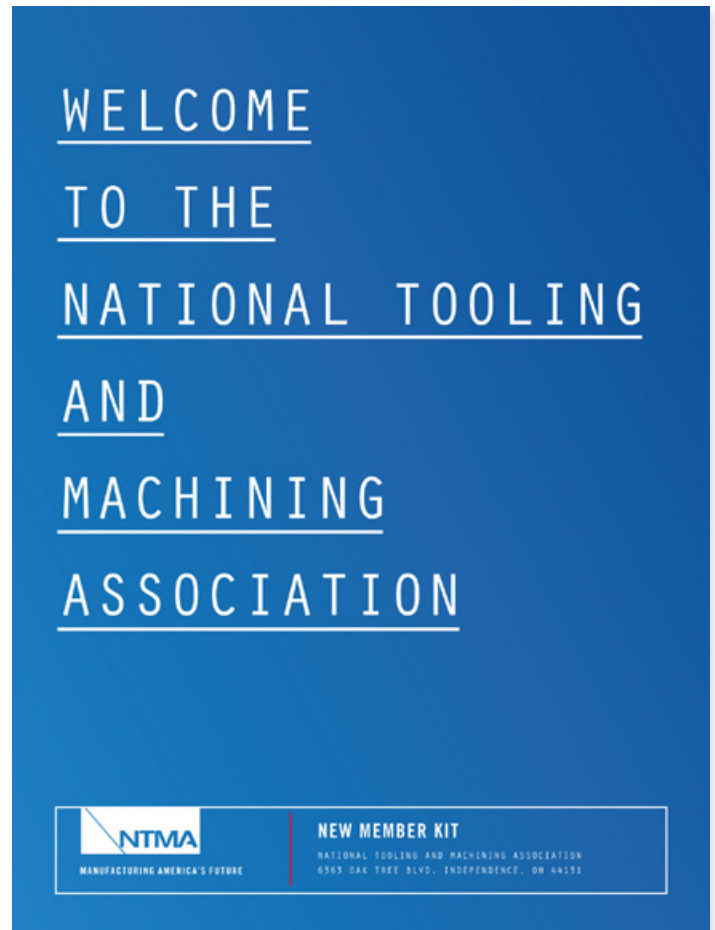


TODAY, LARGE, CORPORATE MANUFACTURERS SEND WORK OFFSHORE. IN SPITE OF ALL THAT, THERE REMAINS A ROBUST U.S. MANUFACTURING ECONOMY, CHARACTERIZED BY INNOVATION, EFFICIENCY AND – YES – GROWTH.

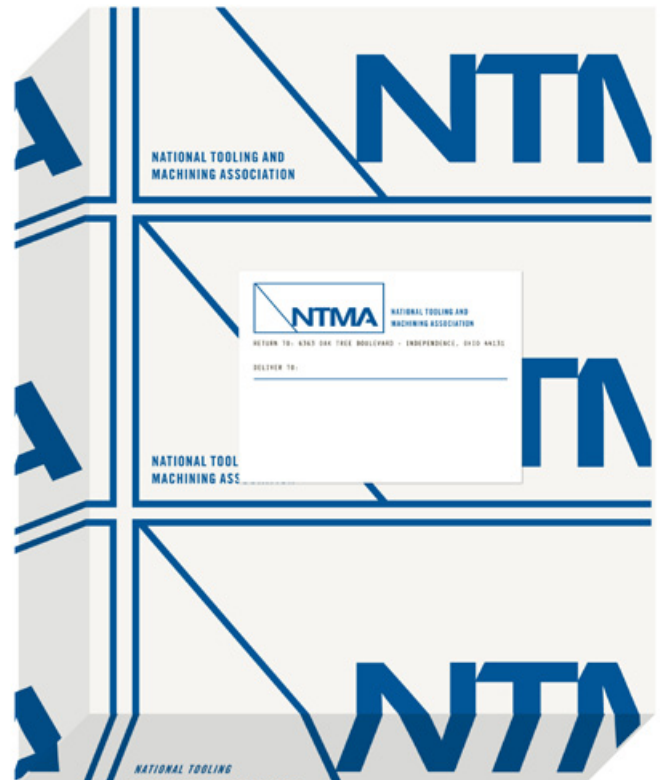
These are examples of how we've been using the brand.

The goal across all mediums is to communicate the NTMA message in a way that is clear, concise, and consistent.

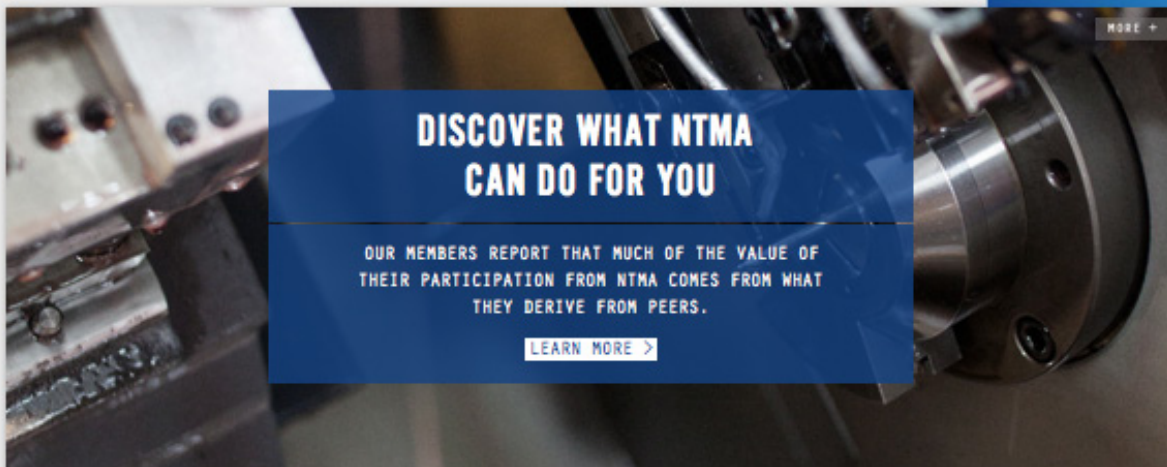
These examples serve as a general guide. Treat each job uniquely.



Ofentimes, titles and headlines are underlined to add emphasis and visual interest. Above shows two examples of covers, with and without photography.



Especially in one-color applications, NTMA blue should always be emphasized. Ensure strong contrast between all elements and display the content clearly.



DISCOVER WHAT NTMA CAN DO FOR YOU

OUR MEMBERS REPORT THAT MUCH OF THE VALUE OF
THEIR PARTICIPATION FROM NTMA COMES FROM WHAT
THEY DERIVE FROM PEERS.

[LEARN MORE](#)

EXPLORE WHAT NTMA HAS TO OFFER YOU



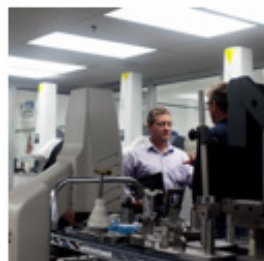
Why Join NTMA?

To say it simply, the NTMA gets it. We understand your challenges in today's economy. We recognize that many of you face a talent gap, with necessary skills in short supply.



Member Stories: Ted Toth

"After we get people aware, we need to recruit them, train them, and retain them."



The Record - New for November

As leaders for our companies and our association, we sometimes for- get how incredibly hard change can be. In fact, sometimes we disregard how hard it can be for those around us and those...

UPCOMING EVENTS

MAR 3 MFG 2012
March 3-11, 2012
Orlando, FL

MAY 8 NTMA-PMA
Legislative
Conference
May 8-9, 2012
Washington, DC

JUN 13 NTMA/PMA
Purchasing Fair
June 13-14, 2012

[See all upcoming events »](#)

RECENT NEWS



Chairman's Corner

October 3, 2011

I recently attended the imX event in Las Vegas where machine tool builders, tooling creators, distributors, and manufactures got together to learn about emerging technology, share the trends, and participated in an open exchange of information and needs. One keynote...

[Read More »](#)

NTMA INITIATIVES

[BUSINESS DEV](#)

[INSURANCE](#)

[EDUCATION](#)

[WORKFORCE DEV](#)

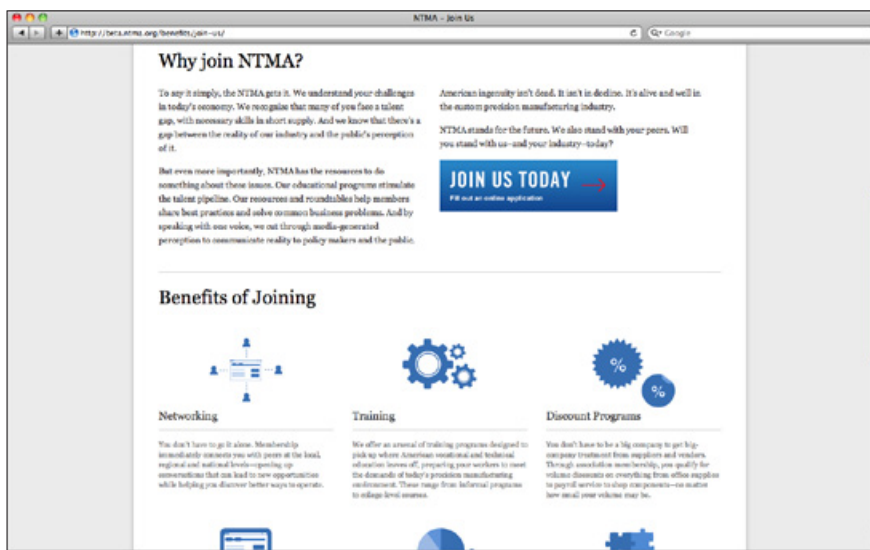
[AMPED](#)

[FOUNDATION](#)

[ADVOCACY](#)

NTMA IS:

2010 Star Chapters



Online, content should always be clear and easy to find. General rules for layout, type, photography, and color still apply, although they may be adapted for compliance with current web standards.

7 Help

Contact
[p. 80]

File
Guide
[p. 81]

This manual covers general rules and guidelines for using the NTMA brand. Special exceptions can be considered. For questions, please contact www.matchstic.com.

Various file formats are available to use for specific scenarios.

When is it appropriate to use Pantone, CMYK, or RGB?

Pantone color codes are typically used for offset printing, screen printing, letterpress, or other methods that require specific and accurate color reproduction. Pantone codes can also be given to a printer for matching purposes when printing digitally. Always refer to an official Pantone swatch book for accurate color representation. Pantone codes allow for exact color reproduction, whereas CMYK and RGB may show variances across different printers and different screens.

CMYK is used when doing a 4-color print (i.e., a brochure that includes photography), or for digital printers (quick turn-around, low-volume printers).

Use RGB files for digital applications, such as a website or email newsletter. Make sure to use RGB versions of these files. A CMYK JPG may not display colors properly on screen.

What is a vector file?

Vector files (usually EPS or AI formats) are resolution-independent, and used for print applications. If a designer or printer requests a logo file for a print piece, usually they want the vector file. It allows unlimited scalability and adjustment of layout and color if necessary.

On the other hand, raster files (like JPG, GIF, PNG, etc.) cannot be scaled without losing resolution quality. Raster files are appropriate for screen/web applications because of their smaller file size.

Common applications and the file types to use:

- Printing business cards: Pantone, EPS
- Printing a brochure with photography: CMYK, EPS
- Creating an e-mail newsletter: RGB, JPG
- Layering the logo on top of another graphic on a web page: RGB, Transparent PNG

Color Systems:

- **CMYK:** (Cyan, Magenta, Yellow, Black) - Referred to as process color or four color, it is versatile and widely used.
- **RGB:** (Red, Green, Blue) - This is the representation of color for display of images in electronic systems such as TVs and computers.
- **Pantone Matching System (PMS):** A proprietary color space used primarily in printing. Pantone color guides allows designers to “color match” specific colors regardless of printing equipment.

File Types:

- **EPS:** A vector graphics file format that contains a geometric description which can be rendered smoothly at any desired display size. Can be re-edited.
- **AI:** A vector graphics format developed by Adobe Systems. Similar usage to vector EPS files.
- **JPG:** A compressed raster image format primarily used for on-screen display. Cannot scale up arbitrarily without loss of quality or be re-edited.
- **GIF:** A raster image format that is limited to 256 colors. Suitable for storing graphics with few colors, such as simple diagrams and shapes. Cannot scale up arbitrarily without loss of quality or be re-edited.
- **PNG:** Created as a successor to GIF. Supports 16 million colors, and excels for images with large, uniformly colored areas. PNG allows for the display of transparent backgrounds. It is a raster format that cannot scale up arbitrarily without loss of quality or be re-edited.

