



Darwinfest

BOLD IDEAS CHANGE WORLDS



<http://darwinfest.asu.edu>

Darwinfest press kit

Graphic elements

Included in the press kit are the graphic elements used throughout the Darwinfest website. The bird and turtle elements are saved in various formats: PSD and TIFF for print as well as a GIF format for web (which most likely needs to be sized down for web usage). All versions have transparent backgrounds.

The "Darwinfest Bold Ideas Change Worlds" graphic element is saved as an Illustrator AI and EPS format and is meant to go over a medium light blue color (Pantone 310 match: 43% cyan and 10% yellow). The yellow color shown below is Pantone 1215 match: 9% magenta and 45% yellow.

Other elements for the web incorporating bird and color treatment are saved in GIF formats and included in the press kit.

Powerpoint files

Two powerpoint files are included in order to help advertise and maintain consistency:

1. **darwin_flyer_template.ppt** is setup as an 8.5 inch x 11 inch flyer with 1/2 inch white (paper color) all around;
2. **darwin_pp_cover_slide.ppt** is to be used for powerpoint presentation cover slides

All the files including this page are grouped together in a zipped file entitled: **darwin_presskit.zip** and can be downloaded at <http://darwin.asu.edu/contact.php>

For technical questions regarding the press kit contact the ASU School of Life Sciences Visualization Lab:
solsvl@asu.edu

For other media relations questions regarding Darwinfest contact Margaret (Peggy) Coulombe:
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