

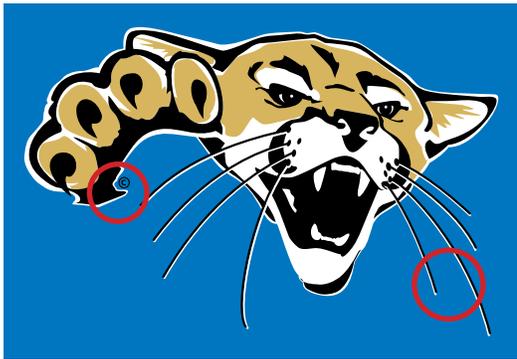
What is the difference between the old and new cougar art?

Old cougar art



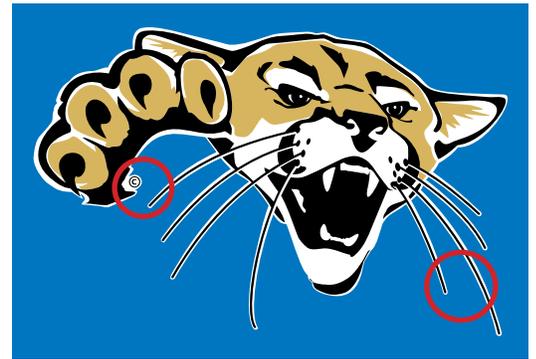
You will not see the difference between the two files when you place the art on a white background.

New cougar art



When you place ANY of the mascot art with the cougar on a color background, you will see the white shape now encloses the entire cougar shape: both sides of the whiskers AND the copyright symbol. This resolves previous issues with embroidery and reproduction difficulties on both print and promotional products.

(Note: the white shape is part of the art even if you use the cougar on a white background.)



Always use brand art work from T:\BartonBrand so you have the current files. File updates may not always be visible to the user.

Mascot files are located here:
T:\BartonBrand\MascotGraphics



How do I use the white cougar art and the transparent cougar art?

White cougar art



When you want to print the cougar “white” on a color background, the cougar head and paws (the fur) are filled with white. His eyes, claws and inside his mouth are the background color. The art file is designed to lay on top of the background and automatically pick up the background color. Just remember, the cougar is white, the eyes and mouth are dark. That is how you know you have it correct. Also remember that the copyright symbol and the whiskers are enclosed in the white background shape.



Transparent cougar art

Below is what the cougar art file looks like **before** transparency is applied. Do NOT use this art at 100% fill for a WHITE cougar. Remember, a white cougar’s face and paws are the solid fill color. His mouth and eyes are the background color. This file is meant to have a transparency filter applied to it from within a software application to achieve the desired effect.

40% transparency



Sample of the transparent cougar head on a t-shirt.