



This CD contains new artwork of Yogi Bear™ and Friends!

Please take just a minute to read through this to learn a description of the file types and a few tips on using graphic files.

There are basically 9 new poses. From that we have extracted various backgrounds and characters that you can use individually. You will find both color and black and white versions of every graphic in the following three formats:

Adobe Illustrator EPS: These files all have **“.eps”** extensions at the end of their file name. They are best used for printing and sign making. Illustrator files can be blown up very large without losing detail. They are not good to use on most inkjet printers because they will look “jaggy” because most inkjet printers do not print post-script. On postscript-enabled laser printers, however, they should be fine.

Photoshop_JPEG: These files all have **“.jpg”** extensions at the end of their file name. They are all high resolution files suitable for most printing jobs. For web use, your webmaster will most probably want to reduce the file size before using, to decrease load time on your website.

Photoshop_PSD: These files all have **“.psd”** extensions at the end of their file name. They are all high resolution files. These files cannot be used directly for printing — read on to see what they are used for...

TIPS:

Getting rid of the white box around art.

Often you will want to put a graphic on a color background, but don't want to see the white that shows up around it, filling in the box you put the graphic in. This is most often caused by working with JPEG files that need to fill in the extra space with white. Below are a couple of things you can try to get rid of the white. You may find you have limitations in the software programs you are using and are not able to use either method. Any creative designer or printer should be able to help you if you provide him/her with the files on this disc.

There are several ways to “float” a graphic over a background image or color. Here are two:

1. Use the Illustrator EPS file if you can. Make sure the box you are putting the graphic into has a background color of “none” and then insert the graphic. You should be able to see any images or color that appears behind your graphic.
2. Create the layers in photo editing software. (Photoshop is your best choice when available.) PSD files of every graphic have been included on this disc. If you open one of the files you will see the graphic “floating” in a top layer, with an empty layer underneath.

First decide what you want in the background. For example let's say we want to do a yellow background for the front of a tri-fold brochure. I'll create a new document that's 4" wide by 8.75" tall (That gives me a little extra area called bleed that your printer is going to want.) Fill in the entire area with yellow. Keeping this document open, open the graphic's PSD file (for example, use the YBJPCRlogo_col.PSD file included on this disc). Now place your cursor on the top layer in the Layers dialog box and then drag it over to your yellow background document.

You should have a logo floating over the yellow background and no ugly white edges! You can then move the logo around to where you want it. Save your new file first as a PSD layered file. This allows you to go back and make changes later. Then do a "Save As" and save it as a TIFF or BMP or JPEG or whatever works best for your system.

RGB vs. CMYK

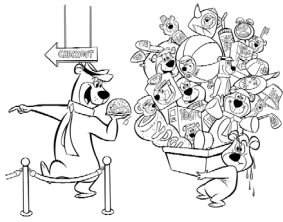
The color Photoshop files (both the JPEGs and the PSD files) have been saved in RGB format. That stands for Red-Green-Blue. These are necessary for web files, and work well for most office print applications. However, for professional printing, the files should be changed to CMYK files (Cyan-Magenta-Yellow-Black) in a photo-editing program and re-saved as such before placing in your files to be printed. Most printers can make this adjustment for you, but you will want to discuss it with them.

DPI (dots per inch)

All Photoshop files are saved at 300 dpi, necessary for quality print work. The artwork is relatively large so should reproduce well in most all situations. If you are using the graphics for signage, make sure you use the Illustrator EPS files. If using the graphics for web pages, you will want to reduce the overall size with photo editing software, and re-save the image before placing it in your web page. Otherwise, it will take too long to load your web page. (Remember to give the file a new name so you don't lose your high-resolution version of the graphic.)

Final Note:

Some of this information may seem difficult to understand or accomplish. What you need to remember is just because something prints on your office printer well, it doesn't necessarily mean it will print at a commercial printer well. Whenever possible and to get the best results, try to involve a designer or printer early in the process of designing materials that will need to be printed commercially.



01_merch_bw.jpg



01_merch_col.jpg



01a_yogisnowglobe_bw.jpg



01a_yogisnowglobe_col.jpg



01b_booboomerch_bw.jpg



01b_booboomerch_col.jpg



02_camping_bw.jpg



02_camping_col.jpg



02a_campingbkgd_bw.jpg



02a_campingbkgd_col.jpg



02b_campers_bw.jpg



02b_campers_col.jpg



03_patriotic_bw.jpg



03_patriotic_col.jpg



03a_pat_surpBooBoo_bw.jpg



03a_pat_surpriseBooBoo_col.jpg



03b_pat_saluteRang_bw.jpg



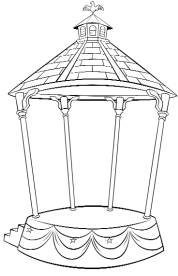
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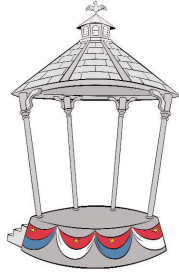
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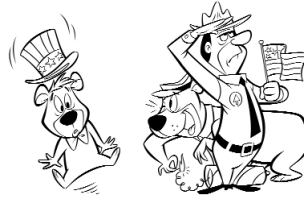
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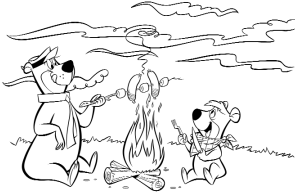
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03e_pat_justchar_bw.jpg



03e_pat_justchar_col.jpg



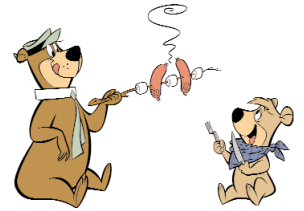
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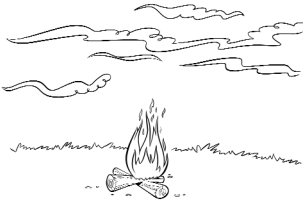
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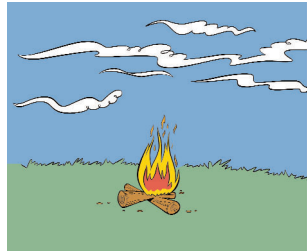
04a_campfirechar_bw.jpg



04a_campfirechar_col.jpg



04b_campfirebkgd_bw.jpg



04b_campfirebkgd_col.jpg



04c_campfireYogi_bw.jpg



04c_campfireYogi_col.jpg



04d_campfireBooBoo_bw.jpg



04d_campfireBooBoo_col.jpg



05_xmasduo_bws.jpg



05_xmasduo_col.jpg



05a_xmasSantaYogi_bw.jpg



05a_xmasSantaYogi_col.jpg



05b_xmasElfBooBoo_bw.jpg



05b_xmasElfBooBoo_col.jpg



06_eating_bw.jpg



06_eating_col.jpg



06a_eatingYogi_bw.jpg



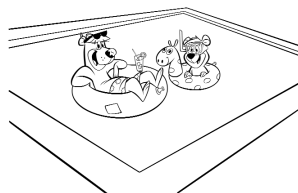
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06b_eatingBooBoo_bw.jpg



06b_eatingBooBoo_col.jpg



07_innertubin_bw.jpg



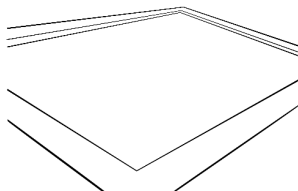
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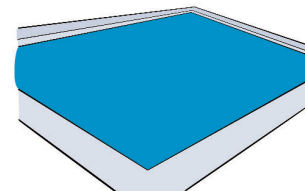
07a_innertubinchar_bw.jpg



07a_innertubinchar_col.jpg



07b_innertubinBkgd_bw.jpg



07b_innertubinBkgd_col.jpg



07c_innertubinYogi_bw.jpg



07c_innertubinYogi_col.jpg



07d_innertubinBooBoo_bw.jpg



07d_innertubinBooBoo_col.jpg



08_easter_bw.jpg



08_easter_col.jpg



08a_easterYogiYacky_bw.jpg



08a_easterYogiYacky_col.jpg



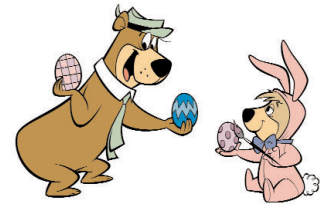
08b_easterBooBoo_bw.jpg



08b_easterBooBoo_col.jpg



08c_easterchar_bw.jpg



08c_easterchar_col.jpg



09_artsncrafts_bw.jpg



09_artsncrafts_col.jpg



09a_artsncraftsYogi_bw.jpg



09a_artsncraftsYogi_col.jpg



09b_artsncraftsBooBoo_bw.jpg



09b_artsncraftsBooBoo_col.jpg



YBJPCRlogo_bw.PSD



YBJPCRlogo_col.PSD