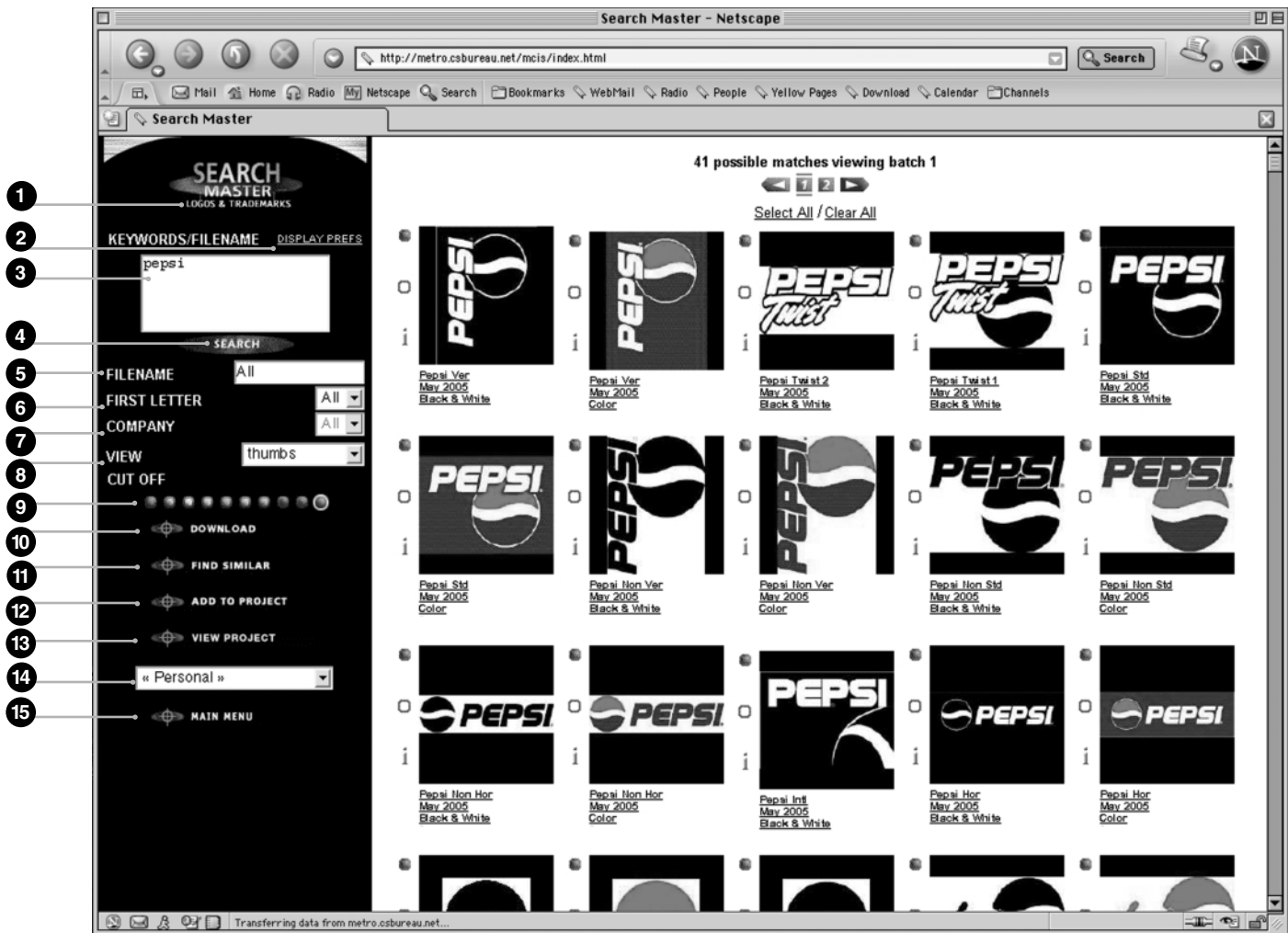


# Logos & Trademarks Library

Your gateway to Metro's vast selection of brand name logos for companies, products, services and organizations

*Metro's Logos & Trademarks Library* houses a vast selection of brand name logos for companies, products, services or organizations that you need to complete your every day ad projects.



## Explanation of Terms & Icons

1. The name of the *Library* you are accessing.
2. **Display Preferences.** Personalize your *MCC* background, text color, and number of images per page view.
3. **Keywords/Filename.** Enter the brand or company name.
4. **Search Button.** Click to initiate your search.
5. **File Name.** Enter the exact file name to isolate your search.
6. **First Letter.** Select from the pulldown menu for the first letter of the company, business or organization you are looking for.
7. **Company.** Select from the pulldown menu for the name of the company, business or organization you are looking for.
8. **View.** Choose from thumbnail or text previews.
9. **Cut Off.** Control search results based on a relevancy scale of the broadest parameters to the most exact (*red* being the most exact).
10. **Download Button.** Click to download one or more selected images.
11. **Find Similar.** Select any image and use to automatically find similar images. Not applicable in Logos & Trademarks Library
- 12.-14. **Project Organizer.** (*Enhanced Users Only*) Select and store items from any *Library* for multiple downloading or future reference.
  - 12. **Add to Project.** Select any image(s) to save in the Project name appearing in line 14.
  - 13. **View Project.** Select to view the items in the Project name appearing in line 14.
  - 14. **Project Name.** Select Projects from the pulldown list, or create a new Project.
15. **Main Menu.** Return to the *MCC* home page to access other *Libraries*.

## Image Symbols

- Relevancy Button.** Color Indicators on the relevancy **Cut Off** scale. Red produces the most exact search based on chosen criteria, while hot pink provides the broadest range of results.
- Selector Button.** Select an image to download, add to a project, or use as the subject for **Find Similar**. Not applicable in the Logos & Trademarks Library.
- View Records Button.** Delivers spec ad(s) or cover(s) in which the image has been used, along with corresponding items. Not applicable in the Logos & Trademarks Library
- View Info Button.** View image(s) metadata, including keywords, issue date and file size. The info window can be printed, and the item can be down-loaded without leaving the window. Not applicable in the Logos & Trademarks Library
- High Res Image.** Indicates photos available in 300 dpi. Select to down-load or place into a project. Not applicable in the Logos & Trademarks Library