

File Type Usage Guide

Choose the correct format for staff documents, websites, presentations, printing, apparel, and vendors.

File type selection

Type	Best for	Avoid for	Color mode
SVG	Websites and scalable digital graphics	Office workflows that do not support SVG	RGB / HEX
PNG	Docs, slides, presentations, web uploads, transparency	Professional production when vector artwork is available	RGB / HEX
JPG	Systems requiring a flat image on white	Transparency, colored backgrounds, vendor production	RGB / HEX
PDF	Print vendors, proofing, signs, and banners	Casual uploads requesting PNG or SVG	CMYK / Pantone
EPS	Individual editable vector artwork for vendors	Routine staff documents and websites	CMYK / Pantone
AI	Qualified designers needing the editable master	Routine staff use or general distribution	RGB digital master or CMYK print master

Common scenarios

Scenario	Use	Why
Website or Finals site	SVG first; PNG if required	SVG scales cleanly; PNG is the compatibility fallback.
Google Slides or PowerPoint	Transparent PNG	Easy placement without a white box.
Word or Google Docs	Transparent PNG or white-background JPG	PNG is preferred when transparency matters.
Professional sign, banner, or print order	Print-master PDF or individual EPS	Vector files preserve scale and production colors.
Apparel or embroidery	EPS or vector PDF plus Vendor Instructions	Supports Pantone and thread matching plus vendor proofing.

Digital and print color rule

Use the digital values for screens and the production values for professional output.

Application	Royal Blue	Gold
Digital: SVG, PNG, JPG	#0032A0 / RGB 0, 50, 160	#FFCD00 / RGB 255, 205, 0
Print: PDF, EPS, print AI	Pantone 286 C / CMYK 100, 80, 0, 12	Pantone 116 C / CMYK 0, 10, 98, 0

Actual package locations

Location	Contents
01_Digital_Use/SVG	Fourteen scalable RGB vector brandmarks for web and screen work.
01_Digital_Use/PNG_Transparent	Fourteen transparent, high-resolution RGB brandmarks.
01_Digital_Use/JPG_White_Background	Fourteen RGB JPG brandmarks for systems requiring white backgrounds.
01_Digital_Use/Templates	Approved Word and Google Docs-targeted letterhead files.
02_Print_and_Vendor_Use/EPS	Fourteen individual CMYK vector brandmarks for vendors.
02_Print_and_Vendor_Use/PDF_Print_Ready	One 14-page vector print-master PDF.
03_Master_Files_Do_Not_Edit	Editable digital and print Illustrator masters; distribute only when specifically requested.

Simple rules

Use active exports. Do not use files from either archive folder.

Use transparent PNGs for most documents. Use JPG only when a system requires it.

Send vector files to vendors. Start with the print-master PDF or the appropriate individual EPS and include the Vendor Instructions.

Protect the masters. AI files are editable source documents and should be handled by a qualified designer.