

Logo and graphic file formats

eps

This file format is scalable to any size without loss of clarity. The file is defined by mathematical formulas and not pixels like other formats.

- ▶ Use this file format whenever possible, especially on large scale pieces such as posters and banners. You will need to use this file format when printing in spot color.

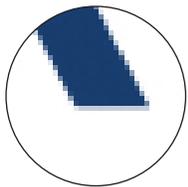


Isolation and enlargement of image area

jpg

This file format is based on pixels so scaling files to use at larger sizes can result in loss of clarity. These files are RGB color space and cannot be printed in spot color. They are suitable for digital or office printing.

- ▶ Use this file format when an eps file isn't accepted by page layout software for digitally printed pieces.



Isolation and enlargement of image area

png

This file format is also pixel based. The files are on transparent background which is necessary for the use of reverse versions of the logos. These files are RGB color space as well.

- ▶ Use this file format for web applications.