Akron Public Schools.

Understanding File Formats and Color Modes

Understanding color modes and which file format to use in various applications is the first step in achieving accurate resolution and color reproduction. Please follow these general guidelines when using your logo.

In commercial printing situations, you have two options when selecting a color mode: PMS spot color or four-color process (CMYK). Use files with an EPS or TIF extension as your file format.

If you are printing to a color copier, laser or inkjet printer, you will have more flexibility in choosing different file formats and color modes, however you may lose some control over the color accuracy based on the quality and accuracy of your printer. As a general rule, Microsoft Office applications work best with JPGs and TIFs, whereas Adobe Creative Suite applications prefer TIF and EPS files. Resolution for printing should be at least 200 dpi, with 300 dpi being standard for commercial printing.

All artwork used online and in digital applications such as PowerPoint should be at least 72 dpi and the color mode should be RGB. Most likely, you will use the JPG version of your logo for these instances, and the PNG version if a transparent background is preferred.

File Formats & Common Uses

.eps Preferred file format for logos. It is a vector file which allows for scalability and crisp reproduction.

Ideal for professional design programs such as InDesign and Quark, commercial printing and signage.

.tif Appropriate for commercial and desktop printing, this format is a raster file and cannot be scaled larger without a breakdown in resolution (pixelation).

Ideal for Microsoft programs and inkjet printing; acceptable for professional design programs such as Quark / InDesign and commercial printing.

.jpg Perhaps the most commonly used file format, it is appropriate for online use and desktop printing with Microsoft applications.

Ideal for video graphics, digital and online use; may also be used for Microsoft programs (including Powerpoint), and desktop printing (300 dpi) and large format printing (150 dpi).

.png Commonly used online as an alternative to JPG files when a transparent background is required.

Ideal for online use and for Microsoft applications for desktop printing (300 dpi).

Color Modes

PMS Pantone Matching System – a standardized color system that printers and designers use to communicate information about a specific color.

Ideal for spot color printing situations such as screen printing for clothing, or corporate identity systems utilizing specific colors as part of a branding initiative.

CMYK Full color printing (sometimes referred to as process color or four color), consisting of cyan, magenta, yellow and black.

Ideal for digital and offset printing. If using more than two spot colors within a document to be printed offset, it may be more cost-effective to convert Pantone colors to CMYK.

RGB Additive color mode representing red, green and blue light. Monitors, televisions and other digital displays use RGB to reproduce a broad array of colors.

Ideal for digital and online use, as well as Microsoft programs. It may be used for desktop printing (300 dpi) and large format printing (150 dpi), as these printing devices can convert RGB to CMYK.

HEX A 6-digit color value consisting of numbers and letters.

Used for websites and other online content.

Color Build Chart

Please use the chart below to match and build colors within your document and digital layouts.

Color		PMS	C	M	Y	K	R	G	B	HEX
	Blue 1	2925	85	21	00	00	00	154	217	009ad9
	Red 1	7620	00	95	94	28	182	35	29	bb231d
	Red 2	165	06	70	100	00	230	110	37	e66e25
	Red 3	186	02	100	85	06	218	26	50	da1a32
	Yellow 1	7408	00	29	100	00	253	186	18	fdbe12
	Yellow 2	100 (80%)	90	00	50	00	255	247	153	fff799
	Yellow 3	121	00	13	75	00	255	218	93	ffda5d
	Blue 2	7685	95	69	00	07	02	86	160	0256a0

Table spans: **For Print** (PMS, C, M, Y, K), **For Print/Web** (R, G, B), **For Web** (HEX).

Additional Approved Logos

The logos below have been approved for print and online use. If your logo package does not include the full set of options, please contact the APS communications department at apsnews@akron.k12.oh.us. to request a full logo set.

1 Spot Color - PMS 7685

1 Spot Color - PMS 186

1 Spot Color - Solid Black

1 Spot Color - Solid White

1 Spot Color - Outline Black

1 Spot Color - Outline White

Full Color with white text