



LOGO FILES: WHAT FORMAT DO I USE?

EPS

An EPS file is a vector file that can be resized from very small to very large without losing image quality. Unless you have the Adobe Suite, you cannot open this file.

Areas of Use

- Embed in Word, Excel, or PowerPoint
- Send to an outside vendor when getting products such as posters, table cloths, tee shirts, and other swag produced

JPG

A JPG is a compressed image, and if it is scaled above the provided size, it will lose image quality and appear pixelated. This file format is high resolution for use in Word, PowerPoint, and Excel. A JPG automatically puts a white box behind the image. Therefore, the only JPG format available is full color. **If you put this full color version over a colored background, you will have a white box behind it.**

Areas of Use

- Printed Word, PowerPoint, or Excel documents
- Documents with a white background

DO NOT USE

- Do not send to vendors to get products such as posters and swag produced
- Do not use on the website
- Documents with a colored background

PNG

A PNG has a transparent background is a small file size to use on web projects and social media.

Areas of Use

- Websites
- Social Media
- Video

DO NOT USE

Any printed materials