LOGO FILE FORMATS

Logo packages are provided in EPS or PDF and PNG formats. Below is an explanation of how to use each format.

VECTOR EPS

This is the most versatile file type, though it requires specific design software to use it. Without the software, you won't be able to open it on your machine. Because it is vector-based, it can be scaled to any size without losing fidelity. Use this file type when providing files to designers, printers, swag vendors, sign manufacturers, etc.

PDF FORMAT

Secondary logos are provided in PDF format to be more user friendly. Like an EPS, the PDF won't lose fidelity when the sized is increased. Use this file type when providing files to designers, printers, swag vendors, sign manufacturers, etc if you don't have an EPS.

Note on white logos: when you open it or preview it, it will appear as a blank file. However, when the file is placed against a colored background, like a Word doc or PPT presentation, it will be visible.

PNG*

PNGs can be used in a wide variety of applications (digital and print), and they maintain a transparent background, unlike JPGs, which allows them to be placed on colored backgrounds.

Note on white logos: when you open it or preview it, it will appear as a blank file. However, when the file is placed against a colored background, like a Word doc or PPT presentation, it will be visible.

*Do not increase the size of the PNG files to be larger than the size provided in the download. This will distort the file causing a pixelated effect.