

# Logo file formats

## RGB

**Red, Green, Blue** files are to be used for digital applications, such as web, email, presentations, or anything that is device-reliant.

RGB files use primary colors of light displayed through a digital device or display and are typically more vibrant.



RGB - 251, 78, 11

## CMYK

**Cyan, Magenta, Yellow, Black** files are for print applications such as booklets, magazines, and documents.

CMYK files use the primary colors of pigment. They are reflective in nature, and muted in color.



CMYK - 0, 80, 98, 0



TRANSPARENCY

## .jpg

High compression raster files that do not have transparency and have a white background by default.



TRANSPARENCY

## .png

Little or no compression raster files that have transparency. These RGB files are best used for web/digital applications, and MS Office apps.



## .eps and .svg

Vector files used for highest quality reproduction in offset and digital printing. Most product and print vendors require this file format.