

File Types

EPS, PDF, and PNG formats are the only file types that preserve background transparency. The white logo is included as an EPS, PDF, and PNG, but not as a JPG because a JPG cannot maintain a transparent background.

EPS and PDF are vector images, while JPG and PNG are raster images. Raster images may be reduced in size but never enlarged; enlarging them will result in poor reproduction. Vector images can be scaled without loss of quality.

The chart below will help ensure you choose the best file type for your need.

Design Application	EPS	JPG	PNG	PDF
Banners/signs	R			0
Embroidery	R			0
Excel Documents		R	0	0
Online (html emails, website, etc)		0	R	
Publisher Documents	0	R	0	0
Promotional Items	R			0
PowerPoint		R	0	0
Silkscreening	R			0
Word Documents		R	0	0
Video/QuickTime Movie	R			0
Vehicle Graphics	R			0
Software Name	EPS	JPG	PNG	PDF
Adobe After Effects	R			0
Adobe Illustrator	R			0
Adobe InDesign	R			0
Adobe Pagemaker	R			0
Adobe Photoshop	R	0	0	0
Adobe Premier Pro	R		0	0
Cinema 4D	R			0
CMS (Cascade, WordPress, etc.)		0	R	
Final Cut Pro	R		0	0
Microsoft Excel		R	0	0
Microsoft PowerPoint		R	0	0
Microsoft Word		R	0	0
Web Publishing Software (Dreamweaver)		0	R	
WordPerfect		R	0	0
QuarkXpress	R		0	0

R - Recommended File Type

0 - Optional File Type