FILE FORMATS

There are various file formats available for your use. Here is a brief explanation of each of them and when to use which one:

.png file has a **transparent background** and is useful when used on colored paper, over a colored box or image. Recommended as the best option in print designs.

.eps file is designed with vector lines so you can drag this file bigger or smaller and it will still be crisp. This is a good file type to **share with professional printers**.

.jpg is a very common file type for most use **(print, power point and web).** The file size (how heavy or "big" the image is) is generally small because very little data about the image is preserved within the file. This file format will generate a pixelated (or grainy) image if it is enlarged but will preserve the quality if shrunk.

.tif is very similar to .jpg file format. The primary difference is that is **best used for print** and generally not used for web and Power Point. The file size is generally larger because more data about the image is preserved within the file. This file format will generate a pixelated image if it is enlarged but will preserve the quality if shrunk.

.pdf is not the most useful file type for what you will be doing but **some professional printers prefer** using this.

COLOR OPTIONS

RGB defines colors used in computer monitors (red, green, and blue light). All variation of color in images and text on a monitor are combinations of these 3 colors. Images used for web, video or PowerPoint should be saved in RGB format for best display on monitors or projectors.

CMYK refers to ink colors used in print (cyan, magenta, yellow, black ink). When viewed online these colors often do not display on a computer screen with the correct colors (as described above, RBG).

WORKING WITH PROFESSIONAL PRINTERS (paper documents, shirts, lanyards, water bottles, etc)

The images provided for your department/program are all in full color. A professional printer will be able to use the provided file types to convert the logo to grayscale, all white or all black as needed for your design. Please provide print companies with the above link to access image files.

Please refer to **Clemson's Communication Toolbox** for color specifications, brand fonts and logo guidelines: http://www.clemson.edu/administration/public-affairs/toolbox/

For questions about CAFLS, PSA, or Extension logos or to request variations in file size or file format please contact Walker Massey or another member of the PSA Marketing Team.

PSA Marketing Team:
Donna Bowen, bowen3@clemson.edu   Walker Massey, emassey@clemson.edu
Charlene Mayfiled, cmyfld@clemson.edu   Peter Togel, ptogel@clemson.edu

or email the entire team: COUNTYWEB-L@CLEMSON.EDU