File Formats

EPS (Vector Format)

Use: Print

EPS files is a vector format that can be scaled to any sized required without any loss of quality. Image editing software is needed to open or preview this file type. PDF logo files provided from Vivid Image are also vector format.

JPG

Use: Print (CMYK) or Web (RGB)

JPG files are used for print and web purposes. High resolution JPG files can be used for print with a CMYK color mode. For web, use JPG files with a RGB color mode.

TIFF

Use: Print (CMYK)

TIFF files are optimized for print. Files saved in this format are ideal when high-quality print is the priority.

PNG

Use: Web (RGB)

PNG files are used for web and digital purposes. They're also useful if you need digital images with transparency, such as logos to put on colored backgrounds or on top of other images. This file type is not recommended for print.

Color Mode

Pantone (PMS)

Pantone Matching System is a standardized color system in the print industry. Pantone allows for consistent color from project to project and printer to printer. Pantone colors should be chosen using a physical swatch book.

CMYK

CMYK is used for full color printing and stands for cyan, magenta, yellow and black. These four colors can be mixed together to produce thousands of different shades and hues on paper. There can be color variation when using CMYK printing. Files saved in this format are optimized for full color printing.

Black

Black and white printing is a method where a single ink is used. Files saved in this format are optimized for one color printing.

RGB (Web)

RGB is used for digital purposes and stands for red, green and blue. Files saved in this format are optimized for the web, mobile phones, video—anything that appears on a screen.