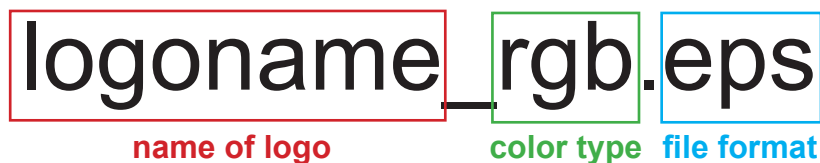# READ ME: File Format Tip Sheet

How you intend to use a logo determines what file format will work best. Use the table below to decide which of the files in this download will suit your needs. Logos downloaded fom the Brand Toolkit will include some - but not necessarily all - of the color types and formats shown below.

logoname_rgb.eps

name of logo　　**color type**　**file format**

IF YOU NEED A LOGO FOR ...	USE THIS COLOR TYPE ...	IN THIS FILE FORMAT ...
Commercial Printing	cmyk, spot, or bw*	.eps
Word, PowerPoint, and Excel	rgb or bw	.png
Web	rgb	.png
Video	rgb	.png
Embroidery	spot	.eps
Promotional Items	spot*	.eps
Emboss or Deboss	Emboss*	.eps

*The specifications of your project will determine how many colors the logo can include - check with your vendor.

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