LOGOFILE**TIPS**

Use the information below to help you select and apply logo files correctly and consistently. For more detailed information, visit **ucdenver.edu/brand**.

FILENAMES

oit_webServices_h_clr.eps

PARENT SCHOOL/GROUP

UNIT ABBREVIATION

CONFIGURATION

h = horizontal (default)

c = centered

sl = single line

sm = small format

COLOR TYPE

clr = color logo

clr_rv = color logo, white text

spot = PMS color + black

blk = black

wht = white

FILE FORMAT

.eps

.jpg

.png
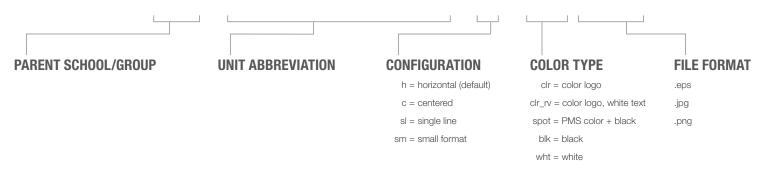
FILE FORMATS

EPS

EPS files are **vector art**, offering the highest possible resolution. Specific page-layout or graphic illustration software (such as Adobe InDesign or Illustrator; QuarkXPress, CorelDraw) is often required to open, view or use.

» EPS files **can be enlarged or resized** without any loss in quality or legibility.

» All EPS logo files feature **transparent backgrounds**.

» EPS files are ideal for high-quality offset printing and large-format reproduction, and are preferred by most designers and vendors.

USE AN EPS FILE WHEN:

» You are working in a professional design or page-layout application

» You need the highest resolution and/or print-quality file

» You need to enlarge the logo

» You need a transparent background

JPEG

A print-quality art file accessible by all photo-editing software (Photoshop, etc.) as well as most design and business software applications.

» JPEG files **cannot be enlarged** without a loss in quality and resolution.

» JPEG logo files **do not** include transparent backgrounds.

» JPEG files are acceptable for most high-quality print applications and reproduction.

USE A JPEG FILE WHEN:

» You need a high-resolution, high-quality file

» You do not need to enlarge the logo

» You do not need a transparent background

PNG

An art file optimized for use in websites, business applications, presentations and electronic media.

» PNG files **cannot be enlarged** without a loss in quality.

» All PNG files feature **transparent backgrounds**.

» PNG files are **not** recommended for high-quality offset printing or large-format reproductions.

» PNG files are recommended for use in Microsoft Office applications.

USE A PNG FILE WHEN:

» You are working in a Microsoft Office application, or for digital placements

» You do not need to enlarge the logo

» You may or may not need a transparent background

» You need to keep document file sizes low

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