



The Wrightsman Co.

your marketing geniuses

Congratulations!

You are the proud new owner of an amazing piece of art. It defines who you are as a business and as an individual. Although there are many elements to branding, knowing when to use which files included in your logo package is just one small part.

Below are some guides to help you understand which logo file to use for your various projects. They are broken down into two categories, color and format, resulting in 4 types of the same image.

Color

The RGB logos should be used for anything that will be viewed on a screen such as televisions, computers, projectors, and mobile devices. This is because red, green, and blue make up all the colors of light.

The CMYK logos should be used for anything that goes to print such as business cards, flyers, brochures and mailers. This is because cyan, magenta, yellow, and black make up the colors of ink.

Format

In a typical logo package, there are two types of file formats given: EPS and PNG. If needed, other formats can be provided.

EPS files have transparent backgrounds (unless a background is intentionally added) and are considered vector files. This means the image can be sized as big or as small as you'd like and it will retain the integrity of the design. This is what you should be using for all branding needs to keep your marketing material looking its best. If you do not have adobe software, you will not be able to view EPS files, however, you can still use them by "dragging and dropping."

PNG files also have a transparent background (again, unless a background is intentionally added), but typically should not be used on marketing material. PNGs are mostly used for previewing the file, especially for those without adobe software. One instance where you would use this file is for website purposes when you want to make sure your images are loading quickly.

If you have any questions, we'd love to hear from you at info@thewrightsmanco.com. We look forward to working with you again in the future to assist with your future print and web designs.



Thank you for the opportunity to partner with you!

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