



LOGO/COBRAND FILE TYPES 411

EPS (Vector Format)

- Ideal for print materials (*posters, flyers, mailers*)
- Use for imprints on swag items
- Not always visible to users without Adobe software, but can be imported & visible on Word, PowerPoint, and Excel documents

PNG

- Use for web, email, and social media
- Do not use for print.

JPG

- Use for print when you're unable to use an EPS
- JPGs have a white box behind them, so never use them on a colored background