Most application uses and requests for logos will indicate the file type required. When a file type is not indicated, please see below to determine which logo file to use for your application. Use of the incorrect file can lead to poor color matching and quality.

**EPS**

*“.eps” file extension*

These are vector file formats and can be scaled to any size needed.

**PMS (Spot color)**

*“.eps” file extension*

These are vector file formats and should only be used for offset print applications. The “PMS” refers to the Pantone Color Matching System.

**CMYK**

*“.eps” or “.tif” file extension*

These files use CMYK (4-color) printing (offset or digital printing). They should not be used if Pantone printing is available.

**JPG or PNG (RGB)**

*“.jpg” or “.png” file extension*

These are raster (pixel-based) file formats and should only be used for web or on-screen applications, in an RGB color environment (ie: PowerPoint presentations, web pages, etc.). They are NOT to be used for any print applications.

**REV**

*“.eps” or “.png” file extension*

These files are reversed, for use on black or dark backgrounds.