

# STEP 1

## CHOOSE A PROJECT TYPE

### **DIGITAL**

Designing for electronic displays, which includes website, mobile, email and video.

### **PRINT**

Designing for professional print pieces.

### **MICROSOFT OFFICE**

Designing for documents and other projects with Word, Excel and PowerPoint.

# STEP 2

## CHOOSE YOUR COLOR MODE

### **RGB**

Use this color mode for digital and Microsoft Office projects.

### **CMYK**

Use this four-color mode for print projects.

### **SPOT**

Only use this version for high-quality printing done on an offset press when printing a one- or two-color job. This version will not produce correctly when using in-house on a desktop printer.

# STEP 3

## CHOOSE YOUR FILE FORMAT

### **EPS (ENCAPSULATED POSTSCRIPT FILE)**

A vector format of your logo used for high-quality printing. It can be resized without losing image quality. Due to its high quality, it is commonly used with print projects such as flyers and brochures.

### **PNG (PORTABLE NETWORK GRAPHICS)**

For use in Microsoft Office applications as well as digital projects. Produces a transparent background that gets rid of the white box effect. Do not enlarge .png files as it may lead to image distortion/loss of resolution. You may reduce the size of the files.

**BET YOU DIDN'T KNOW**  
... YOUR PAPER CHOICE MAKES A DIFFERENCE:

**Coated** — This paper allows the ink to sit on the surface and remain rich and vibrant. Keep in mind that matte or dull is still a coated paper choice.

**Uncoated** — The uncoated sheet allows more ink to be absorbed into the paper.