

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.