



Logo File Format Cheat Sheet

Vector (EPS) – These are the master files for the Brand Signature. This format can be scaled to any size without losing image quality, so it's the preferred format for banners and other professionally printed material. If the file won't open for you, don't worry — your vendors will know exactly what to do with it.

JPG (JPEG) – These images are used for screen presentations, websites and desktop printing. Various sizes are included for your convenience. Don't scale these images up or you'll lose image quality.

PNG – These are also used for screen presentations, but they contain transparent backgrounds. That means you won't get pesky white boxes behind the signature. PNG files lose quality if scaled up, so make sure you choose the right size. If you're working in PowerPoint or Word, this is the file for you.

Note: *You may see color discrepancy between logos. The CMYK version of the logo isn't an exact visual match to the PMS 363 spot color. Also, monitors are calibrated differently, so colors can appear to vary. But rest assured the logos are correctly coded so that the NFP brand will be represented right.*