

LOGO FILE TYPES

The file types provided in the **Brand Center** have been built using the appropriate color modes for print versus digital, so it is important to use the correct file type to ensure the expected color results. For print needs, use jpg or eps. When sending a logo to a professional print vendor, always provide an eps file. For digital needs, use a png file. An svg file is provided for website use.

PRINT

EPS

JPG

VENDOR

EPS

DIGITAL

PNG

SVG

WEBSITE

SVG

FILE TYPE SPECIFICATIONS

EPS

EPS is a vector file for print that can be scaled up or down without a loss in quality. EPS files are specified with CMYK color space for print. Whenever possible, EPS files should be used along with Adobe InDesign or Adobe Illustrator for creating items for print. If a print or promotional item vendor you are working with requests a logo file, the EPS is the file you should send to them. *Please note some users without certain Adobe software installed on their computers may not be able to view an EPS file; however, the EPS file can still be emailed to a print vendor who will be able to open and view the file.*

- **Printed Materials**
(Billboards, Magazine Ads, Multi-page Publications, Brochures, Posters, etc.)
- **Promotional Items**
(T-shirts, Cups, Pens, etc.)

JPG

When designing a document for materials that don't require professional printing, like internal documents, please use the JPG file type. The JPG files provided in the Auburn University Brand Center are specified with CMYK color space for print. *Please note the JPG format does not support a transparent background, so the logo will have a solid white background. Therefore, only use JPG files when your overall document background is white.*

- **Printed Materials**
(Handouts, Paper Nametags, etc.)

PNG

Because PNG files can only be saved with the RGB color space, they are only for use with documents that will be viewed on a screen. This file type has a transparent background. *Please note using the provided PNG files for printed documents will result in inaccurate Auburn Blue and Auburn Orange.*

- **PowerPoint Presentations**
- **Videos**
- **Digital Documents**

SVG

SVG is a vector file for web that can be scaled up or down on responsive and HD devices without a loss in quality. Because of their scalability and reduced file size, SVG files are preferred over PNG for web. SVG files can also be placed in videos and other digital pieces. *Please note using the provided SVG files for printed documents will result in inaccurate Auburn Blue and Auburn Orange.*

- **Websites**
- **Videos**
- **Mobile Apps**
- **Emails**
- **Newsletters**