

# Can I use my logo from my website **in print?**

TIPS & TRICKS

The short answer...no. Your designer will require a high-quality version of your logo for use on print publications. You may think you have a copy of your logo because it is on your website but that is not suitable for print because the resolution is actually quite small. These definitions of common file types should help you to determine if you have the best file type available for your print publication:

## EPS (ENCAPSULATED POSTSCRIPT):

The best type of logo file to provide your designer is one saved in **.EPS** format. These are high-quality vector format files, which means they can be enlarged (e.g., onto a billboard, the side of a bus or onto an exhibit) or reduced (e.g., as an imprint on a promotional product) to any size without losing quality. They offer the best quality for printing purposes.

## TIFF (TAGGED IMAGE FILE FORMAT):

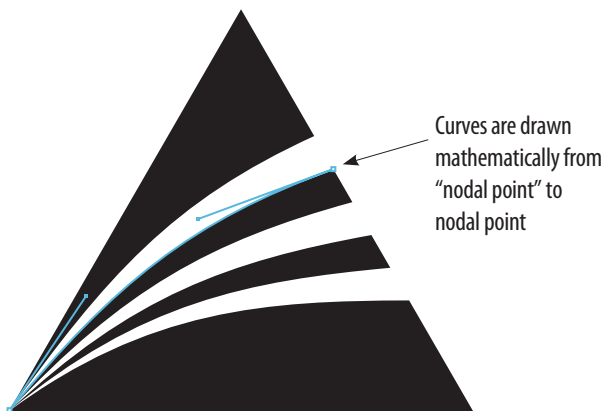
Logos saved in **.TIFF** format are also used in print publications (e.g., they can be used on binder covers etc). TIFF files usually have larger file sizes because they store more digital information, which provides a higher quality image for printing. If you have a .TIFF format logo, your designer can verify if the size is suitable.

## JPG (JOINT PHOTOGRAPHIC EXPERTS GROUP):

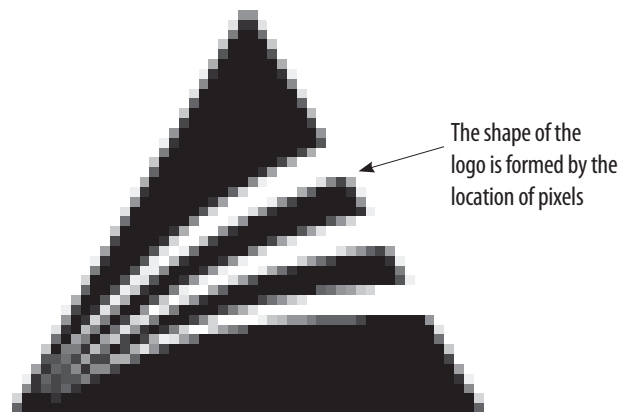
Files saved in **.JPG** format are typically used on the Web and in software programs such as Word (e.g., in a Word letterhead or fax template). JPG files have relatively low file sizes which means they have less image quality.

## GIF (GRAPHICS INTERCHANGE FORMAT)

Logos saved in **.GIF** format are for use on the Web and are not suitable for print.



**.EPS** format logos can be enlarged infinitely because they are constructed with points located in space. The curves and distances between the points are calculated mathematically, therefore, the logo can be enlarged to any size without loss of quality.



**.TIFF, .JPG** and **.GIF** format logos have enlargement limitations because they are constructed with pixels to draw the shape. The pixels remain constant in size when enlarged, therefore the greater the enlargement, the more noticeable the pixels become.