

4-H MPP LOGO FORMAT GUIDE

General Logo Formats

These logos are suitable for all general use, digital and web design needs. Contains logo formats in the appropriate RGB color space.

- **.png** - Like jpg, ideal for basic branding on websites, and Microsoft programs. This format allows for a transparent background.
- **.jpg** - Like png but doesn't allow for a transparent background. Use the JPEG High Resolution when possible. Only use the JPEG Low Resolution on websites.
- **Vector/.eps** - This format is not resolution dependent like png and jpg and is the preferred format for video and animation.

Professional Print Logo Formats

These logos are suitable for all professional print design needs. Contains logo formats in the appropriate CMYK and PMS color spaces.

- **.eps** - Different color applications for eps files include the following; **PMS** (Pantone Matching System) color space is ideal when you want to have the best color accuracy and consistency, such as when printing business cards, letterheads, and apparel/accessories. **CMYK** (Cyan, Magenta, Yellow, Black) color space is ideal for the majority of your print needs, when printing professionally, such as flyers or posters. Again, the eps format is not resolution dependent, and therefore will provide the best print quality possible at any size.
- **.jpg** - Print versions of jpg's are 300 dpi, and is a suitable resolution for print needs

