

# FILE AND COLOR FORMAT TIP SHEET

## FILE FORMATS:



**EPS** is a file format used for vector-based graphics such as icons, logos and type. Vector graphics are made up of paths rather than pixels, so they are resolution independent; i.e., they can be scaled to any size without distortion. While EPS files comply with most graphic design programs including Adobe Creative Suite applications, they do not function in Microsoft Office programs.

*Best for: Merchandise, logos and illustrations that require a range of sizes and scales*



**PNG** is a digital image file format. It is raster-based, meaning it's composed of a set number of pixels with a specific resolution. Therefore, enlarging a PNG file beyond its original size will cause significant blurriness and/or distortion. PNG files have transparent backgrounds and are compatible with most Microsoft Office products.

*Best for: Digital applications such as websites and emails*



**JPG** is also a raster-based image file format, compatible with most Microsoft Office programs as well as Adobe Creative Suite applications. Like PNG files, JPG files cannot be enlarged beyond their size without distortion. Unlike PNG files, they do not support transparency and will have an opaque box around the image in Microsoft Office programs.

*Best for: Web or print applications where transparency is not required*

## COLOR FORMATS:

**RGB** consists of red, green and blue combinations and is most commonly used in digital formats.

*Best for: Digital images on websites, emails, presentations and mobile applications*



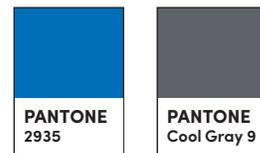
**CMYK** is a four-color printing process that utilizes cyan, magenta, yellow and black ink or toner.

*Best for: Printing applications including commercial and desktop printing*



**SPOT** colors are formatted to correspond to inks within the Pantone Color Matching System.

*Best for: Precise color reproduction in commercial printing applications*



For more information about our branded color palette, visit [buffalo.edu/brand/creative/color/color-palette](https://buffalo.edu/brand/creative/color/color-palette)