ADL Regional Logo Format Cheat Sheet

Below are the explanations of file formats. For usage guidelines, **please refer to the style guide.**

Digital format

ADL-Austin-Logo-reversed-RGB-2C.svg

ADL-Austin-Logo-RGB-2C.svg

No pixelation in small and large size

zoom-in view

SVG

- SVG files can be used for most digital formats, such as web and any size of screen
- SVG is a scalable format that does not change the image quality (pixelation) in any size

ADL-Austin-Logo-RGB-600px.png

ADL-Austin-Logo-RGB-reversed-600px.png

Transparent background

PNG

- PNG files can be used for almost any digital purpose
- PNG files can be used for graphics that need transparent backgrounds (such as logos that are on colored backgrounds or on top of other images)

ADL-Austin-Logo-RGB-600px.jpg

Solid white background
(no transparency)

JPG

- JPG files can be used for almost any digital purpose
- JPG files can be used for graphics that need solid white backgrounds

ADL-Austin-Logo-RGB-100px.jpg

ADL-Austin-Logo-RGB-300px.jpg

Wrong size - pixelation

ADL-Austin-Logo-RGB-600px.jpg

Right size

100px, 300px, 600px

- The right size logo depends on your work
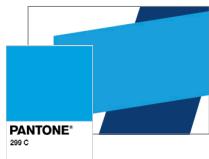- If logo is pixelated, use bigger size or SVG format

Print format

CMYK

- CMYK is for full-color printing

File format: EPS/PDF

PMS (Spot color)

- PMS identifies brand color quickly and accurately
- PMS ensures color consistency better than CMYK

File format: EPS/PDF

PDF

- PDF can be used for high-resolution printing

File format: PDF

EPS

- EPS can be used for high-resolution printing
- EPS format is not pixelated in any size

File format: EPS