

# NoJPEG

**Why you don't want to use a  
JPEG for your logo.**

Or have you ever wondered why designers keep  
asking you for an EPS file?

See attached pages for further information.

# So we have a logo...



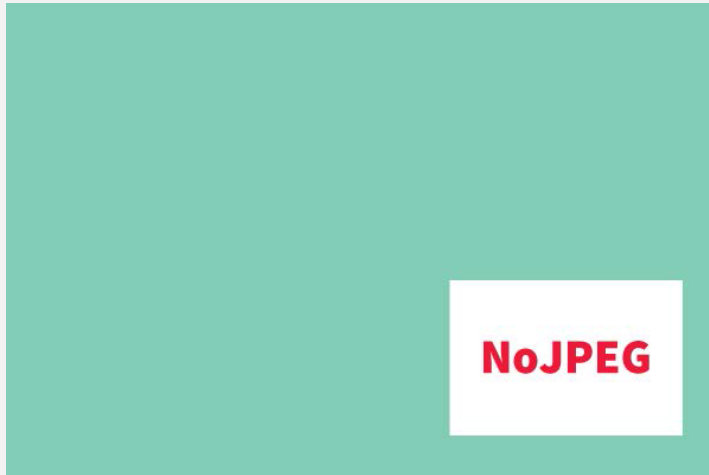
**NoJPEG**

And it's a JPEG file.

So it has a built-in white background.

That's not cool.

# We don't want a white background



I mean, what if we want to use our logo on a colored background?

Yep, we're stuck with this white shape behind it.

# What happens if we use an EPS file?



Ta-da! No white background.

But wait—there's more!

# What happens if we enlarge a JPEG?



**NoJPEG**

It gets all blurry and horrible!

# And if we enlarge an EPS file?



Ta-da! We can enlarge an EPS file *infinitely* and it will remain crisp and sharp.

# Another drawback to using JPEG



**NoJPEG**

Because JPEG is a “lossy” compression format, this means you lose quality in your artwork and every time it is opened, the image loses sharpness.

# **“But I can’t read an EPS file!”**

It’s true, EPS files can be kind of a pain but they are a professional format. You might not be able to open it.

(But rest assured that every designer, printer, sign-maker and web developer can.)

So what do we do?



# Say hello to...



PNG files. Like a JPEG, so you can open it, use it on your internal files, presentations, etc.

And no white background – Yay!

# **“So you’re saying I need two logo files?”**

Yes.

1. An EPS file for printers, designers, sign-makers and other professionals
2. A PNG file for internal use, presentations, etc.