

README: COLOR MODES AND FILE TYPES

For your convenience, we've provided the following information regarding the different color mode options and file types included in your Regency Lighting branding files download.

LOGO COLOR MODES

What color mode options are available, and what is the purpose of each?

- **CMYK** color mode (*for professional printing*)
- **BLACK-ONLY** color mode (*when only one color is needed – typically for shirts, promotional items, faxes, etc.*)
- **WHITE-ONLY** color mode (*for dark backgrounds*)
- **PANTONE** color mode (*for professional printing, but in most cases, default to CMYK*)
- **RGB** color mode (*primarily for screen, online, and video*)

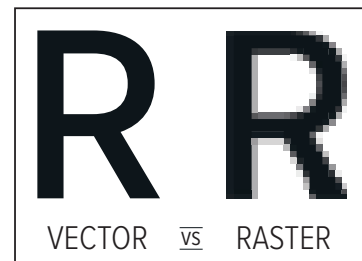
FILE TYPES

What digital file types are available and what do they mean?

- **.ai** (vector) – Adobe Illustrator
- **.eps** (vector) – Encapsulated PostScript
- **.svg** (vector) – Scalable Vector Graphics
- **.png** (raster) – Portable Network Graphic
- **.jpg** or **.jpeg** (raster) – Joint Photographic Experts Group
- **.tif** or **.tiff** (raster) – Tagged Image File Format

Different mediums require different needs, so we've included both **vector** and **raster** (aka **bitmap** or **pixelated**) file types. If you're not sure which you need, here is an explanation of the differences:

- A **raster** image is made up of pixels, each a different color, arranged to display an image.
- A **vector** image is made up of paths, each with a mathematical formula (vector) that tells the path how it is shaped and what color it is bordered with or filled by.
- The **major difference** is that raster image pixels do not retain their appearance as size increases. When you enlarge a photograph, it becomes blurry for this reason. Vector images retain appearance regardless of size as they are created using a mathematical algorithm.



The best and most flexible file type is “**vector**” (**.ai** and **.eps** specifically) and is recommended for the majority of professional printing. **SVG** is vector, but is XML-based built with code, and this format is ideal for sharp web graphics.

Sometimes vendors will request **.eps** files. Unless one specifically requests **.eps**, we recommend defaulting to **.ai**.

Some software does not allow vector as an import type. In those cases, PNGs are the most capable because they allow for transparent backgrounds for those who are importing into, say, Word. PNGs are a “**raster**” file type. *Note: **.ai (vector)** and **.png (raster)** should be the “go-tos” for most needs.* As a rule of thumb, if your project is going to be professionally printed, go with the **.ai** version. For other needs, go with the **.png** version.