

About your logo files

Official Washington University logo files are provided in a wide variety of formats and file types to meet practically any need—for professional designers, print vendors, web developers, or ordinary office use.

Logos are provided in several formats—1-line, 2-line, etc. Choose the logo shape that best fits your application. Keep in mind that in most cases, the logo should serve as a signature to a communication. It should be large enough to be legible, but it does not need to be a prominent design element.

The file name for each logo will provide information about its format, color model, size, and file type.

File types

.EPS files are a so-called “vector” file type and are the preferred file for professional designers using software such as Illustrator or Photoshop. Many outside vendors will ask for this type of file when reproducing your logo on printed materials or merchandise. Vector files can be scaled larger or smaller without any loss of resolution.

.PNG files are a bitmap type file created from an arrangement of pixels. Unlike the more commonly known .jpeg file, .png files have a “transparent” background. Whatever background you place the file on will “show through.” Bitmap type files can be made smaller if necessary—but they should not be enlarged. Doing so will make them look fuzzy or pixelated. Because of this, we provide .png files in 2 sizes: 200-pixels wide, which is quite small. These are best used in an application such as a web site header, or a small footer in a PowerPoint slide. For most ordinary office applications, choose the 1000-pixel wide size. This will produce crisp results in Word Documents, or any larger placement in PowerPoint, or other software. If you need to reduce the size of the large 1000-pixel file, you can do so without losing resolution.

Positive vs Reverse

“Positive” logo files will have the artwork in black/color and are used on light colored backgrounds. “Reverse” logos are for use on dark color backgrounds. The logo itself is white.

Color versions

The file name for each logo will also indicate whether it is:

1-color (black or white)

CMYK (for 4-color/process-color printing)

PMS (for spot-color/Pantone-color printing)

RGB (for on-screen display)

If you have any questions, please contact the Office of Public Affairs—we’ll help you sort it out. If you ever have need for another file type or logo variation other than those provided, we can help with that too. For additional information on WashU logo standards, visit publicaffairs.wustl.edu.