

Corporate Image Helpsheet

Technically speaking, a specific file format has to be used to achieve top results depending on the software application and the intended destination for the artwork.

DYNALINE logos are available in EPS, GIF, JPG TIFF, and WMF formats. The chart below is a guide to choosing the most appropriate file format for common projects. If relying on a service provider such as a printing house or a copy shop, it is a good idea to find out their preferred file formats before submitting a project.

Project	Recommended file format				
	EPS	GIF	JPG	TIF	WMF
Banners	●	—	—	●	●
Billboards	●	—	—	—	●
Books	●	—	●	●	●
Business Cards*	⊘	⊘	⊘	⊘	⊘
Letterhead*	⊘	⊘	⊘	⊘	⊘
Magazine ads	●	—	●	●	●
Newsletters	●	—	●	●	●
Newspaper ads	●	—	●	●	●
Offset Printing	●	—	—	●	—
Posters	●	—	—	●	—
Signs	●	—	—	—	●
Stationery*	⊘	⊘	⊘	⊘	⊘
Television	—	—	●	●	—
Videos	—	—	●	●	—
Vinyl Output	●	—	—	—	●
Webpages	—	●	●	—	—

LEGEND

- Recommended
- Acceptable
- ⊘ Not allowed without permission
- Not recommended

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Electronic templates are available in the most popular formats on the Dynaline website: <http://www.dynaline.com>

A password identification is needed to download those templates. Contact us at (780) 453-3964, Toll Free 1-877-453-3964 or send an e-mail to our Marketing Coordinator at marketing@dynaline.com

The most common problems experienced are with opening the files. If you can not open a logo file, create a new document in your preferred software program and then place or import the logo file into your new document

Remember to keep backup copies of your files.

Please note that even when EPS files often appear to have jagged edges when displayed on a computer monitor, they produce absolutely crisp printouts. EPS files are vector graphics, meaning that they can be resized without distortion or loss of detail.

GIF, JPG and TIF are raster (bitmap) graphics. As they are composed of pixels, their image quality will degrade when enlarged. This loss of quality is more pronounced in the GIF format, created for image exchange via Internet, with the screen as only visualization media.

JPG files, on the other hand, are compressible bitmaps that can be used in different medias, from on-screen applications to small printing projects. Just remember that compression is inversely proportional to quality.

TIF files are the best option for printing projects, providing the best quality possible.

WMF files are meant only for Windows-based applications, where they are processed as vector graphics.

Purpose	Recommended file format				
	EPS	GIF	JPG	TIF	WMF
Desktop Publishing	●	—	●	●	—
Illustration	●	—	—	—	●
Printing	—	—	●	●	—
Vector Animation	●	—	—	—	●
Video Editing	●	—	●	●	●
Web Building	—	●	●	—	—
Word Processing	●	●	●	●	●

LEGEND

- Recommended
- Acceptable
- Not recommended