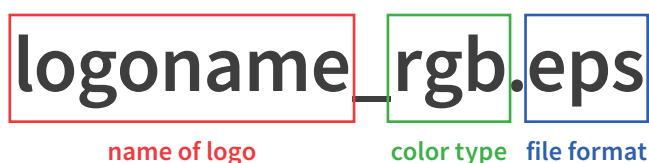


## READ ME: File Format Tip Sheet

When determining the correct file format to use for a logo that will be included in an asset, it's important to consider the specific type of project you are working on. Use the table below to determine which color types and file formats would work best for your particular project. Logos downloaded from the Brand Toolkit will include some – but not necessarily all – of the color types and formats shown below.



IF YOU NEED A LOGO FOR ...	USE THIS COLOR TYPE ...	IN THIS FILE FORMAT ...
Commercial printing*	cmyk, spot, blk, or wht	.eps
Promotional items*	spot, blk, or wht	.eps
Embroidery*	spot or blk	.eps
Word, PowerPoint, and Excel	rgb, blk, or wht	.png
Web	rgb, blk, or wht	.svg or .png
Social	rgb, blk, or wht	.png
Video	rgb, blk, or wht	.png

*Please note that full-color versions of logos are preferred whenever practical.*

\*The specifications of your project will determine how many colors the logo can include. Depending on the logo chosen, the “spot color” versions may contain 2-4 different Pantone spot color swatches. Check with your vendor to determine the right logo for your particular use.

For further assistance, please email [marketingops@cancer.org](mailto:marketingops@cancer.org).