



# File Formats

The logo library contains several file formats for the logo. It is important to choose the correct file format for the intended use.

**JPG:** A format that involves quality loss (lossy compression) and should therefore only be used as a visual reference when locating the correct logo in the logo library, or when a low-resolution version is needed before the correct file format is provided

**PNG:** A file format without quality loss. It can be used for PowerPoint presentations, registration forms, digital advertisements, video productions, Word documents, posters, flyers, brochures, envelopes, stickers, speech cards, and the Event Portal. PNG files also support transparent backgrounds.

**PDF:** Suitable when the content should not be edited but needs to be shared or printed in high quality.

**SVG:** This format is designed for use on websites and should only be used for this purpose. For this reason, SVG files are available only in the Digital Use folder.

**EPS:** A file format without quality loss. This format can be used when sending files to suppliers for the production of videos, signage, office promotional items, digital advertisements, posters, flyers, brochures, envelopes, stickers, speech cards, advertising signs and banners, roll-ups, branded merchandise, clothing with company branding, and more.

**AI:** A file format without quality loss. This format can be used when sending files to suppliers for the production of videos, signage, office promotional items, digital advertisements, posters, flyers, brochures, envelopes, stickers, speech cards, advertising signs and banners, roll-ups, and clothing with company branding.



# Color Spaces

In the logo library, you can choose between two folders: Digital Use and Print Use. The difference between them is the color space. It is important to select the correct color space for the intended application.

## Digital Use – RGB

The primary purpose of the RGB color space is to ensure the best possible color reproduction on digital screens. RGB is used for touchpoints such as PowerPoint presentations, Word documents, websites, the Event Portal, registration forms, videos, and digital advertisements. If the logo will be displayed on any of these platforms, this is the folder you should choose.

## Print Use – CMYK

The primary purpose of the CMYK color space is to ensure accurate color reproduction in print. If the logo will be used on any of the following materials, the CMYK format is the correct choice: signage, office promotional items, posters, flyers, brochures, envelopes, stickers, advertising signs and banners, roll-ups, branded merchandise, and clothing with company branding.