



Kiwaniis®

Here is your finished logo package. Thank you for protecting and promoting your club and the Kiwanis brand. Below are general instructions for logo usage but you can also ask the vendor you are working with which logo format they need.

.JPG - Use for printing on paper

Newsletters, fliers, Microsoft Word documents, brochures, cards, labels, decals, small signs (11" x 17").

.EPS - Use to print on items

Banners, flags, posters, coffee mugs, T-shirts, large signage, tradeshow displays and exhibits, vehicle graphics, water bottles, Frisbees, bags. The .eps format is primarily for large scale printing and print houses. Most print designers and printing companies are familiar with the .eps extension. If you have a vendor that asks for a "vector" file, this is the one to send.

.PNG – Use for websites and powerpoints

PNG's are images that have no image loss when originally saved and can have a transparent background.

Common questions:

Aren't .JPGs for websites?

Yes, .jpgs work, however we decided to keep it simple. Our new logo downloads offer .jpgs that are for print only, while our .pngs are web only. That way there's no mix-up when choosing.

Can I use a logo that's a .JPG in a website?

Yes, technically, you could. However it would be a very big graphic that would need to be resized down, AND it would have a different color since it is for print. Print colors and web viewing colors are slightly different, so use our PNG's please!

Why can't I open/view an .EPS file?

All .eps files need to be opened with Illustrator or Photoshop, programs from Adobe. These files are meant for commercial printers who have special postscript printers that can translate the file and print the information correctly.

Can I insert an .EPS image in a Microsoft Powerpoint slide or Word document?

No, please use .PNG (web) for Powerpoint and .JPG (print) for Word.

What is a vector graphic?

Vector graphics are commonly associated with .EPS and .AI (Adobe Illustrator). Vector images use X and Y coordinates to create shapes with points and lines, making it easy to scale the image without degrading the image quality.



Kiwanis®

Why does the logo look stretched or squashed when I resize it?

If you are using a program like Adobe Photoshop and you click Edit > Transform > Scale, then you must hold the SHIFT key + clicking and dragging the corner for the graphic to resize proportionally. If you are using a program like Microsoft Paint to resize, then make sure the box "Maintain aspect ratio" is clicked before changing the pixels or percentage of the width or height

Why does the logo look small and low quality on my print materials?

It could be that a .PNG logo is inserted into your document instead of the .JPG (for print). Double check the download and insert again.

Why does the logo look blurry and pixelated after resizing many times?

If you are using a .JPG and you are resizing and saving several times, it will degrade the quality of the image even if you resize it back to the original size. Each time a .jpg is resized and saved it loses digital information during file compression. Best practice is to resize the image once from the original size and save.