

File Formats and Size

The formats that will be used for the City of Georgetown logo are as follows:

FILE TYPE	NAME	FEATURES AND USES	SAMPLE APPLICATIONS
EPS	Encapsulated PostScript	Vector art is scalable and used by professional designers; cannot be opened in most MS Office programs; does not get “jagged” when enlarged; used for apparel, merchandise, signs, etc.	Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark
JPG	Joint Photograph Expert Group	Raster (bitmap) format; can become “jagged” when enlarged; versatile format	Adobe Illustrator
AI	Adobe Illustrator	Vector art like EPS format	Word, PowerPoint, Excel, Web
GIF	Graphics Interchange Format	Raster (bitmap) format; can become “jagged” when enlarged; versatile format; can be used with transparent background	Word, PowerPoint, Excel, Web
TIFF	Tagged Image File Format	Raster (bitmap) format; can become “jagged” when enlarged; versatile format; works best for printed documents in MS Office products	Word, PowerPoint, Excel, Web



Minimum size for regular logo is approximately 1.5 inches in width



Small uses, approximately 1-1.5 inches in width for print

Logo Size for Print and Merchandise

The City of Georgetown logo should not be used in a size so small that it becomes illegible. Please use your best judgement when sizing the logo.

In print, if the size of the logo drops below 1.25 inches, the version of the logo where “EST. 1848 is removed should be used.