

Congratulations on your new logo!

Please see below for important information regarding your new logo files.

Attached are your new logo files (EPS, JPEG and GIF formats). They are zipped to reduce e-mail problems.

1. How do I open my logo.zip attachment?

First, save your attachment to your hard drive, double click on it to open and you will see 3 files. Copy the files in the logo.zip folder to another location on your hard drive. If your logo.zip file did not open you will need to download unzipping software. You can download an evaluation copy from www.winzip.com (LogoYes is not responsible for any installation problems with unzipping software.)

2. What's the difference between an EPS, a JPEG and a GIF?

An EPS (Encapsulated PostScript) is a vector-based, high-resolution file that can be re-sized (enlarged or reduced) without losing detail. It is the standard file format for printing and is the file you will need to produce your printed materials. Opening an EPS requires special software, so you may not be able to view your EPS onscreen. Please see the FAQ's on the LogoYes.com homepage for a list of software that allow you view/edit this file.

NOTE: Just because your EPS file displays poorly onscreen does not mean it will print badly.

A JPEG (Joint Photographic Experts Group) is a compressed image file used on the internet and ready for your website. It is meant to be displayed on screen and is NOT meant for printing. A JPEG is a much smaller resolution file than an EPS and cannot be enlarged without losing design detail. Do not print it as the quality may appear blurred or jagged ("bit-mapped"). Please see the FAQ's on the LogoYes.com homepage for a list of software that allow you to view/edit this file. **NOTE: Just because your JPEG file looks good onscreen does not mean it will print well.**

A GIF (Graphics Interchange Format) is used for website development and is saved with a transparent background. Please see the FAQ's on the LogoYes.com homepage for a list of software that allow you to view/edit this file.

3. What about color?

Your EPS is delivered in CMYK mode. This is what your printer will need to print your stationery. Your printer can match this to a PMS (Pantone® Matching System) color if you prefer. Your JPEG is in RGB mode. This is the format you can use for your website.

4. Why does my GIF have a "box" around it when I view it on screen?

This is a transparent bounding box that does not affect how your logo will print or be viewed when used on the web.

5. Can I trademark my logo?

Yes. Although LogoYes retains the copyright to the symbol you have chosen, you are free to trademark your logo. The trademark indicator (TM) provides notice that you are claiming rights to use the logo in connection with your products and/or services. To obtain federal registration, you will need to submit a trademark application to the U.S. Patent and Trademark Office. (Customers outside the United States should check local laws.)

If you do not receive your JPEG, GIF, or EPS with this e-mail, contact LogoYes at support@logoyes.com or toll-free at (800) 940-LOGO.

Thank you for using LogoYes!