

## Logo and Text Treatment

### File Formats Explained

#### Fonts

Give BIG Day fonts are available in the graphics section of the toolkit.

#### Raster

Raster formats are pixel-based graphics that are typically saved in their file size and format. You will find PNGs and JPGs within the Give BIG Day toolkit folders. A detailed explanation of these file formats is below.



Use a PNG file for web graphics and social media posts. They are high quality and allow transparent backgrounds. These images are not meant to be scaled into larger sizes or to be printed in large formats. Doing so will create a blurred effect.



This is a default file format for images and low file-size images without transparent backgrounds. JPGs can be used for web or print, and are not recommended to be expanded or enlarged. Doing so will create a blurred effect.

#### Vector

Vector formats are graphics made with shapes and paths, as opposed to pixels. They are resizable and can be saved as many different formats. These are the preferred formats for all vendors and designers. You will find vector EPS files and PDFs within the Give BIG Day toolkit folders. A detailed explanation of these file formats is below.



This format is ideal for design elements that need to be resized and enlarged and are intended for print, vendor, designer, multimedia and web use. File sizes tend to be larger than raster formats, and the image quality surpasses raster images when zoomed in and enlarged.



These files are ideal for print and digital use, and are often editable within design programs. This universal format is a great way to share, save and combine documents for many uses.