WHICH FILE FORMAT SHOULD I USE?

You will find only three different file formats in the Boveda Brand Assets Catalog: PNG, EPS, and JPG.
We have done this intentionally to keep things as simple as possible for you, the user.

You will also see three color modes: CMYK, RGB, and PMS. CMYK and PMS should only be used for printing purposes, and RGB is for anything web-based. PNG files are only available as RGB and EPS are available in CMYK amd PMS.

Below is a short description of when and where these files should be used. Although in some instances these file formats can be interchangeable, it is best practice to use the correct file for the correct use.

Logos and Brand Assets

PNG - *Portable Network Graphics (Raster)*
PNG is a file format used widely across the web. This file type cannot be sized up or down without sacrificing some loss of quality. Although you can print this type of file format, a loss of quality can occur because PNGs are optimized for the screen. All PNGs have a transparent background and are avaialiable in RGB color mode only.
Use this file type for digital media such as:
• Websites/web graphics
• Online presentations

EPS - *Encapsulated Postscript (Vector)*
EPS is a file format used for printing purposes and can be resized up or down with no loss of quality. EPS files are available in CMYK and PMS color modes.
Use this file for print media such as:
• Print advertising, brochures, tri-folds etc.
• Packaging
• Signage
• Anytime the image needs to be resized up or down

Photographs

JPG - *Joint Photographic Experts Group (Raster)*
JPG is a compressed file that is used primarily for photographs. Nearly all the JPGs available in Boveda Brand Central are photographs.
Use this file type for:
• Photographs used on websites/web graphics
• Online presentations
• Print collateral

Look for the file format when you download the file you need

Boveda Herbal Tagline - Full Color EPS

Boveda Herbal Tagline - Full Color PNG

Boveda Logo - Brown EPS

Boveda Logo - Brown PNG

Reach out to your Boveda representative if you have questions or require other file formats. We'll always be happy to assist you.