

The ins-and-outs of EPS Logos and other artwork

1



This is what an eps logo typically look like in Quark -terrible.
It may use 2 spot colours or it may use CMYK colours,you cannot tell as you place it in Quark

2



Although it may have been saved with transparency preview.

3



This is how it will print out - perfect.
Notice that although the top example (1) seems to have an opaque white background it does not in fact have any background.

4



Because we now realise that what we see is not what we get we can scale up and eps logo without damaging its fine curves and lines.

5



This is what the above eps logo (4) looks like when it has has been scaled by 200% - no degradation at all.
We could equally have scaled it 2000% and it would still be perfect.

6



This is a bit map of the logo at a reslution of 300dpi (more than enough for commercial printing). Notice it has a white background now.
This will show when it prints.

7



This bitmapped has been scaled up 400% effectively reducing the resolution from 300dpi to 75dpi and the image has pixelated (you can see the individual pixels that make it up).

You may encounter bitmap logos in TIFF or JPEG format.

If the logo is just black and white TIFF format will be OK but you cannot really scale it up much from its original size (the 100% size it wats to be when you place it in Quark). If the original has a resolution of 300dpi you can scale it up by 15%.

Remember that if you reduce it say by 50% the resolution of a bitmapped image will increase (300dpi becomes 600dpi - much more that enough).

So basically if you have a bitmap logo use it actual size (100%), scale it up to 115% max and scale it down to suit.

Preferably though try to use an eps logo then none of these problems need concern you - except - bear in mind the corporate guidelines that will exist on how the logotype is to be used (size, nearness to other artwork etc.)