



A Note from...

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Nancy is a full time freelance graphic designer, having completed AWAI's Graphic Design Success program.

I have a feeling that using the logo files may be confusing for some, so let me give you some more information:

First, TIF files are for print only, and PNG files are (usually) for web only. TIFfiles are usually used when they are 200-300 dots per inch [dpi] (high resolution), and PNG files generally are best at 72 pixels per inch [ppi] (sometimes 96 ppi), because that's controlled by your computer monitor, which has lower resolution than print.

JPG files may be used for either print or web, but pay attention to the ppi, so that you match the proper ppi to the medium you're using.

Specific information about each file:

PWA-logo-high-res.tif is 494 pixels wide by 434 pixels high at full size, at 72 ppi. It's the largest file in terms of how much space it takes up on your computer. It does print out great at full size. It will look equally good if you scale down the size to 30%-40% within your InDesign or other print document. Placed in a print document at 40%, the effective dpi becomes 180, while at 30% it rises to 240. Both are very crisp in print.

PWA-logo-high-res.png is 494 pixels wide by 434 pixels high, at 72 ppi. I doubt you'd use it in full size for online use, so you'd have to scale/reduce the size in Photoshop first, in order to use it on the web. Even at full size, though, it only takes up 53 kilobytes, so it'll load fast on the web as well as look great.

PWA-logo-thumbnail.jpg is 100 pixels wide by 100 pixels high, at 150 ppi. Although the resolution looks fine at full size on a printed document, it's best not to use this one for printing. A better use is on the web, even though the resolution is higher than needed for the web.

If you want a smaller version of the PWA-logo-high-res.jpg, **PWA-logo-med-res.jpg** can do the trick. It is 250 pixels wide by 250 pixels high, at 150 ppi. It takes up 98 kilobytes of space. (And if you scale it down 50%, it's only slightly larger than the thumbnail version, but it is easier to read.)

I'd like to invite you to look at some comparisons which I've posted to a special folder on my web site. To see what the 3 for the web look like at full size on a web page, go to <http://www.penandbrushcommunications.com/pwa/>. And to see what they'd look like in a print document, click the link to this PDF: http://www.penandbrushcommunications.com/pwa/pwa_logos.pdf.