

File Format

The McConnell Dowell brand assets come in a variety of file formats to suit different uses. It's important that you use the right one.

To make it easy there are two main categories:

01 Internal Use



These files are PNG format, for use in Microsoft Office applications such as PowerPoint and Word, for internal documents, letters, emails, memos, presentations etc.

Note: PNGs are not high enough resolution for professional printing.

02 Professional Use



These files are PDF format, for professional production such as printing, advertising, signage and on-screen display (websites & online advertising).

They are available in PMS, CMYK and RGB colour space to suit various applications with brand colours adjusted specifically for each. Check with your supplier and ask which file they would prefer.

Use PDF instead of EPS

On rare occasions suppliers may ask for an Adobe Illustrator or EPS file, in which case you can send the PDF master files. These PDFs are saved as high resolution files that are Adobe Illustrator compatible. We use PDFs because they are much smaller in file size yet they behave and display the same as EPS files.



Note Please ensure you have read our usage guidelines brand.mcconnelldowell.com/logo

