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| To: | Calgary Stampede Volunteers & Employees | |
| Subject: | | Using Calgary Stampede Logo Files | |

Logos for the Calgary Stampede, our committees, our events and our venues come in different colours and file types. Depending on the use of the logo, you will need to choose which file type to use. Below is a description of what each file type is used for.

To use these logos, you will need to move the file from the ZIP folder to somewhere on your computer. Attaching a logo to an email or adding it to a document from a ZIP folder will not work.

If the file type you need isn’t found, please contact [marketing@calgarystampede.com](mailto:marketing@calgarystampede.com)

**JPG**   
Files have a white background and are best used for screen presentations. This file type is useful for Windows Microsoft Word® documents for screen viewing, printing, and making pdf documents. If the white background appears as a light tint using your software and printer setup, use a PNG file. JPG files should not be enlarged.

**PNG**   
Files have no background, and are supplied for use in programs like Microsoft Powerpoint or Microsoft Word for a light or dark background. Depending on the method to create a pdf, this file type can be produce noticeable artifacts on screen, enough though it might print well. PNG files should not be enlarged.

**EPS**   
Files have no background, and are supplied for professional designers using software like Adobe PageMaker, Adobe InDesign, Adobe Illustrator or QuarkXpress. This file type is intended for printing, not screen use and works well when the intended document is a pdf file, but doesn't look very good on the screen in Word. EPS files can be enlarged or reduced.