

## LOGO USAGE:

"**-BW**" on a file denotes the black and white or grayscale version of the logo. Only use this version when final print is in **black and white**. Always use the color version if intended output is to be viewed online or printed in color.

"**.eps**" and "**.svg**" on a file denotes the vector version. If the logo needs to be scaled up, the vector version will not lose fidelity and will never appear blurry or fuzzy. If the intended output is **print or web** use one of these formats if possible. If the intended output is online, use the ".svg" version only ("eps" files cannot be rendered by browsers).

"**.png**" and "**.jpeg**" on a file denotes the raster / pixel based version. If the logo does not need to be scaled up, a raster version can be used. Both files are high resolution. The ".png" file has a transparent background while the ".jpeg" file has a white background. **Use these logos only when the logo does not need to be scaled up and the you cannot use the ".eps" or ".svg" version** (such as in an email signature or other application where the program used to view the file does not render other formats).

\*Please note these file types should be used only when

necessary, always use the ".svg" format if possible

".ai" on a file represents the Adobe Illustrator native format version. The native version can be opened in various applications but is only provided as a means to output other sizes or formats of the logo.

\*The logo should not be altered without approval from the marketing team.

If you have any questions on logo usage please reach out to Joe Sutphin ([jsutphin@exzeo.com](mailto:jsutphin@exzeo.com)) or a member of the marketing team at ([marketing@typtap.com](mailto:marketing@typtap.com)).