

How to correctly edit and save logos

When BU Marketing and Communications send us custom BU logos, they tend to group four in one doc so that we can pick which one we want to use.

These instructions will show how to correctly edit their files and save an individual logo as a PNG with a transparent background. This way, it be dropped into any Canva design!

1. Open the group EPS file in Photoshop, do not make any changes to the size. Click “okay”
2. Click away from the image in Photoshop.
3. Click “crop” and drag the markers to where you wish to crop the image.
4. In the top-left bar, click “File – Export – Quick export as PNG”
5. Save onto your computer.
6. Finally, exit out of Photoshop, DO NOT SAVE THE FILE.

Notes:

- Do not screenshot the files or the images sent from MarCom, this leads to the logos having a white background.
- Clearly label the logos for easy organization.
- Email Sophie Pratt at sgpratt@bu.edu if you have questions or want your logo text in another color besides black!