

M32 Academy

How to give your logo a transparent background

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- 25+ years experience in marketing and advertising
- Speaker and Educator











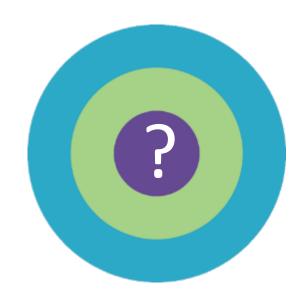
- Digital Marketing Companion
- Online Advertising Management
- Digital Communications Audit + Online Competitive Analysis

Useful Links:

<u>TitanInteractif.com</u> | <u>TitanFormation.ca</u> | <u>ca.linkedin.com/in/samuelparent/</u>



Answers TO YOUR QUESTIONS



Don't hesitate to contact me with your questions! Mention this course – it's free.

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1st thing first

- Image file formats:
 - PNG is the most widely used image format allowing a transparent background.
 - However, .png files are not compressed as much as .jpg
 - The JPG image format does not permit transparent backgrounds.
 - The GIF image format allows a transparent background
 - However, .gif does not compress as much as .png
 - .gif is mostly used for short animations.



What you'll need

- What do you need to remove the background of your logo?
 - The largest, highest-resolution version of your logo
 - Select a tool to use to get the job done.
 - Once done, "Save As" your new version and select .png as a file format.

- 2 types of tools to choose from:
 - Online tools: free & subscription-based.
 - Software on your computer: free & paid



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Online Tool

Logo with transparent background



Free & Subscription Online Tools

- OnlinePNGTools.com
- OIE Online Image Editor
- Lunapic
- <u>Canva</u> (background remover tool available 3x for free, then available on premium)
- Crello (subscription required)
- Clipping Magic (subscription required)
- PicMonkey (subscription required)



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Software

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Free & Paid Software

- Paint.net
 - Free software like Photoshop.
- Photoshop
 - Paid software.



Thank You!

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