



# M32 Academy

How to give your logo a transparent background

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# SAMUEL PARENT

# Titan Interactif

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



Université du Québec  
à Trois-Rivières



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

*Useful Links:*

[TitanInteractif.com](http://TitanInteractif.com) | [TitanFormation.ca](http://TitanFormation.ca) | [ca.linkedin.com/in/samuelparent/](https://ca.linkedin.com/in/samuelparent/)

# Answers

## TO YOUR QUESTIONS



*Don't hesitate to contact me with your questions!*

*Mention this course – it's free.*

[TitanFormation.ca](http://TitanFormation.ca)

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# Titan Interactif



- 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

Online Tool

Logo with transparent background



- [OnlinePNGTools.com](https://onlinepngtools.com)
- [OIE – Online Image Editor](https://www.online-image-editor.com)
- [Lunapic](https://lunapic.com)
- [Canva](https://www.canva.com) (background remover tool available 3x for free, then available on premium)
- [Crello](https://www.crello.com) (subscription required)
- [Clipping Magic](https://www.clippingmagic.com) (subscription required)
- [PicMonkey](https://www.picmonkey.com) (subscription required)

Software

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background





- [Paint.net](#)
  - Free software like Photoshop.
- [Photoshop](#)
  - Paid software.

# Thank You!

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