

How to Use YOUR LOGO to Build YOUR BRAND

Thanks for designing a logo with Logojoy!

We're so excited to help you launch your business, side hustle, or passion project. You're one BIG step closer to getting your idea in front of a whole lot of people!

Now that you have a logo, you may be wondering...what do I do with it? How do I show off my brand in as many places as possible?

That's what this guide is all about. Your logo is the most important part of your visual identity, and using it for different branding applications will help you gain recognition and instantly appear more professional and legitimate.

Remember:

Your logo is here to WORK for you...and we'll show you how to make that happen.

#workyourlogo

Accessing your Logojoy files

We deliver your logo package as a .zip file, which is a way to compress the logo files and send them to you in one folder.

After you download the folder, you can open and extract your logo files for use. The easiest way to do this is on a computer, as most mobile devices are unable to process .zip files without special software.

[See this article for step-by-step instructions.](#)



Table of contents

Logo file types -----	05
Brand guidelines -----	09
Websites -----	12
Social media -----	16
Photos -----	20
Emails -----	22
Business cards -----	28
Documents and stationery -----	30
Clothing and swag -----	35
Stickers and stamps -----	38
Packaging -----	41

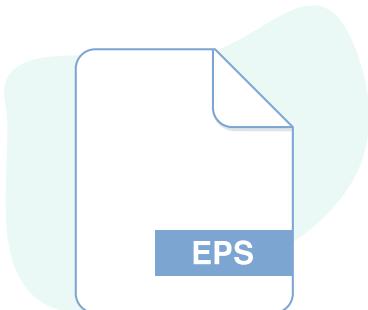
Logo file types

After unzipping your logo folder, you'll see your logo in four different file formats, with multiple versions of each format (e.g. colored, transparent, black, white).

Having these files in one spot gives you easy access to your logo for any branding application, whether uploading it to social media or printing it on a T-shirt.

 Company Name	 Company Name
color logo with a transparent background (applied to a white background in this example for visibility)	color logo with a color background (applied to a blue background in this example for visibility)
 Company Name	 Company Name
white logo with a transparent background (applied to a black background in this example for visibility)	black logo with a transparent background (applied to a white background in this example for visibility)

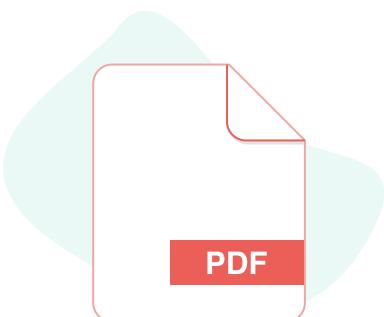
For print



EPS

(Encapsulated Postscript)

EPS files are vector files used for printing and editing purposes (they're often called "working files"). You need a design program like Adobe Illustrator to access them, or you can send them directly to a print shop or designer to put your logo on packaging, products, and more.



PDF

(Portable Document Format)

PDFs are an easy-to-read file format that you can open on computers, mobile devices, and tablets. You can also use PDFs when you need to send files to a printer or designer.

For web



PNG

(*Portable Network Graphic*)

PNs are easy-to-open, high-resolution files that can be used for almost any digital purpose, including websites, presentations, social media profiles, image overlays, and email signatures. *This file type is **not** recommended for print.*



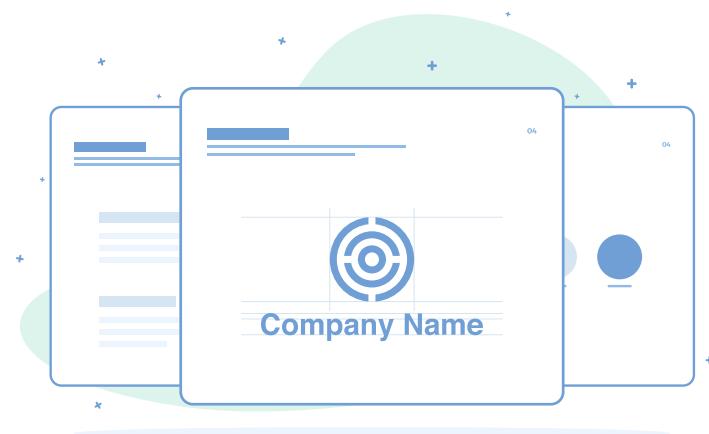
SVG

(*Scalable Vector Graphic*)

SVGs are vector files that can scale to any size without a loss of image quality. You can open SVG files in a web browser or design program like Illustrator. They're perfect for sending to designers working with your logo.

How to use your brand guidelines

Whether you create your brand assets or outsource the job to others, think of brand guidelines as a rulebook to build a consistent, authentic identity and avoid common design mistakes as you grow.

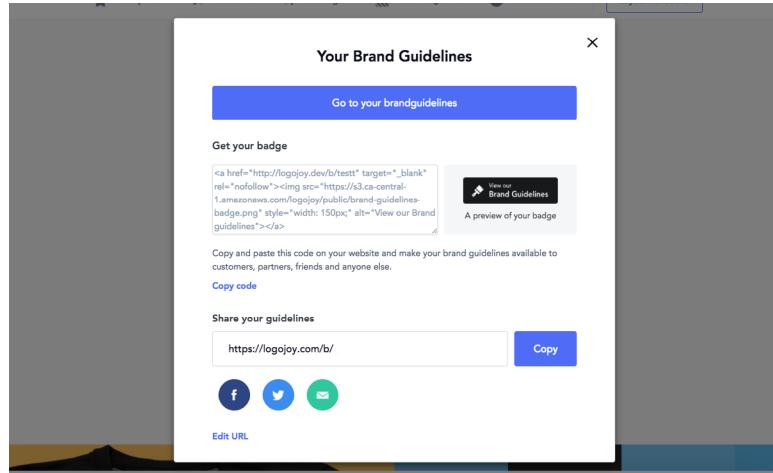
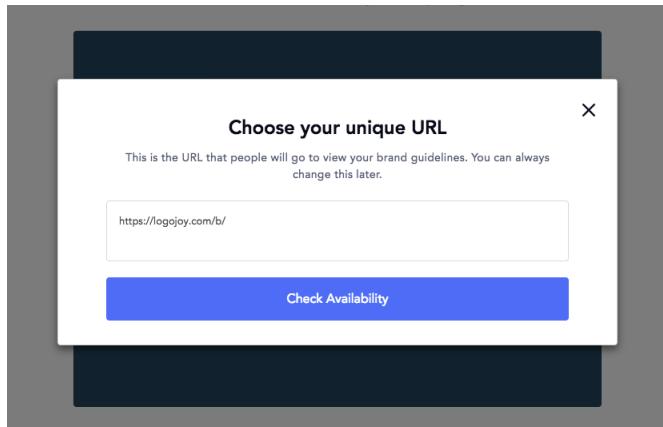


Logojoy's brand guidelines are automatically generated with your logo when you purchase an Enterprise package, and include information about your logo elements, primary and secondary color palettes, typography, and more.

Your logo can combine different elements, such as a wordmark, symbol, slogan, and more. We'll refer to these elements throughout this guide.

Use your brand guidelines when:

- Designing brand assets (anything covered in this book!)
- Working with a designer or someone else building brand assets for you
- Sending files to a printer or print shop
- Onboarding a new employee

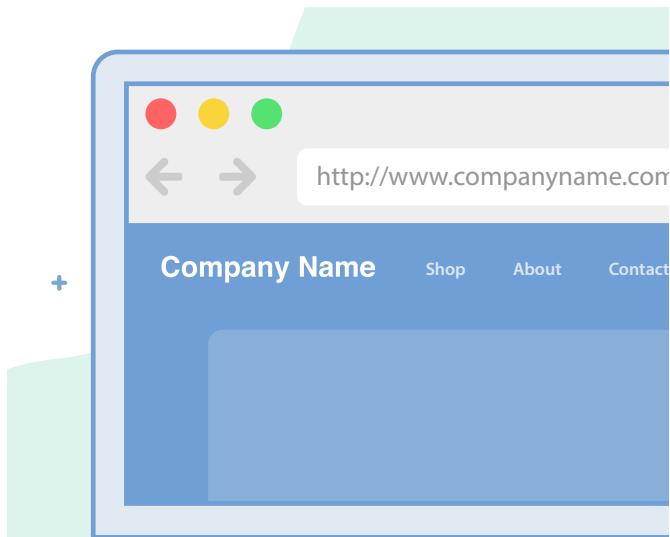


To access brand guidelines from your Logojoy account, click your purchased logo then click Brand Guidelines. Enter your custom URL underneath the <https://logojoy.com/b/>. This will be where your guidelines live.

- **Tip:** Download the PDF version of your brand guidelines and bookmark the link so you'll always have a copy handy to view and send to people who may need it.

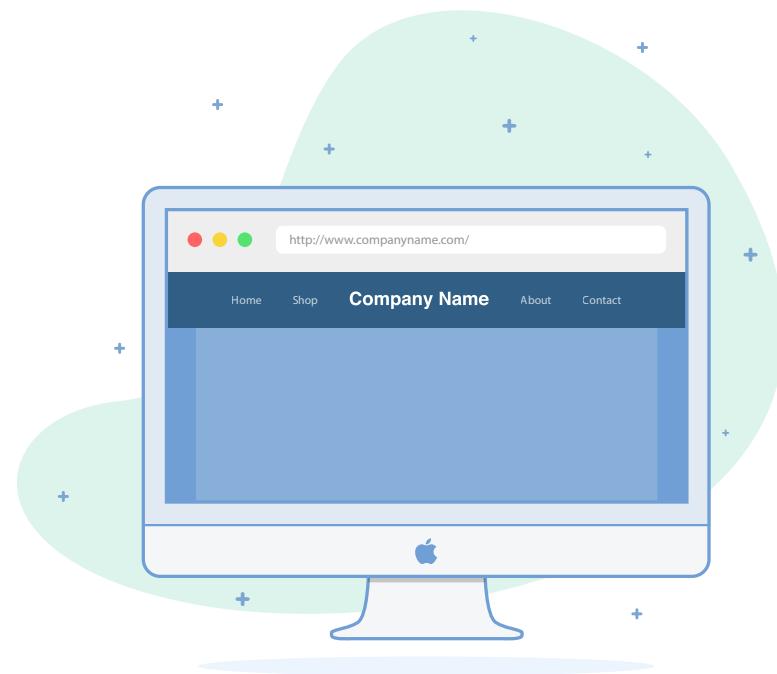
How to use your logo on websites

Building a website is a HUGE part of growing your brand and business. The most common areas to put a logo on your website are:

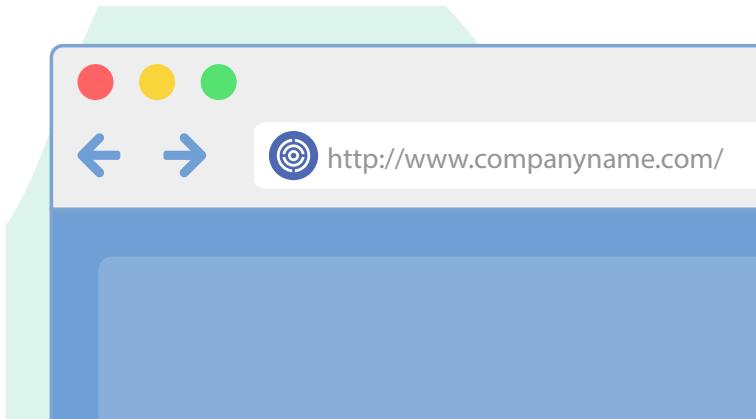


- **The header:**

The biggest area of impact is the top of your website. Most company logos go in the top left-hand corner because that's where the eye naturally goes (you can also try it centered on the page). Ensure it's big enough to see each element clearly.



Tip: Want your header (and logo) to stay visible even when someone scrolls down your page? Look for a website template with a "sticky" header or ask a designer to create one for you.



The favicon:

See the little symbol that shows up in your address bar next to the URL and browser tabs? Because of a favicon tiny size (16 x 16 pixels or 32 x 32 pixels), we recommend using a symbol-only or monogram version of your logo. To find out how to add a favicon, search for a help article within the website builder you're using.



Tip: The Logojoy Social Media Kit includes a logo sized for favicon usage.

The footer:

You can put a smaller version of your logo (or a symbol-only version) in the footer of your website -- this often goes beside the copyright callout.

The checkout page:

Is your checkout flow text-heavy? Try including an image with your logo on top to add visual interest and branding.

Reminder:

Use a PNG file format when uploading your logo to websites. And use a transparent background version of your logo if it's going on top of an image or colored background!



Need instructions?

Instructions for adding a logo to your website will depend on the platform you're using to build it. Check out these help articles for some of the most popular platforms:

Etsy

<https://www.etsy.com/ca/help/article/66>



<https://ca.godaddy.com/help/add-logo-to-my-website-header-24711>



<https://help.shopify.com/manual/using-themes/images>



<https://support.squarespace.com/hc/en-us/articles/205812698-Adding-a-site-logo>

weebly

<https://hc.weebly.com/hc/en-us/articles/203905306-Upload-a-Logo-to-Your-Site>

Wix

<https://support.wix.com/en/article/adi-adding-your-logo>



Your logo placement will depend on the theme you choose. Search "add a logo" and your theme name (or the developer of the theme you've chosen) for details.

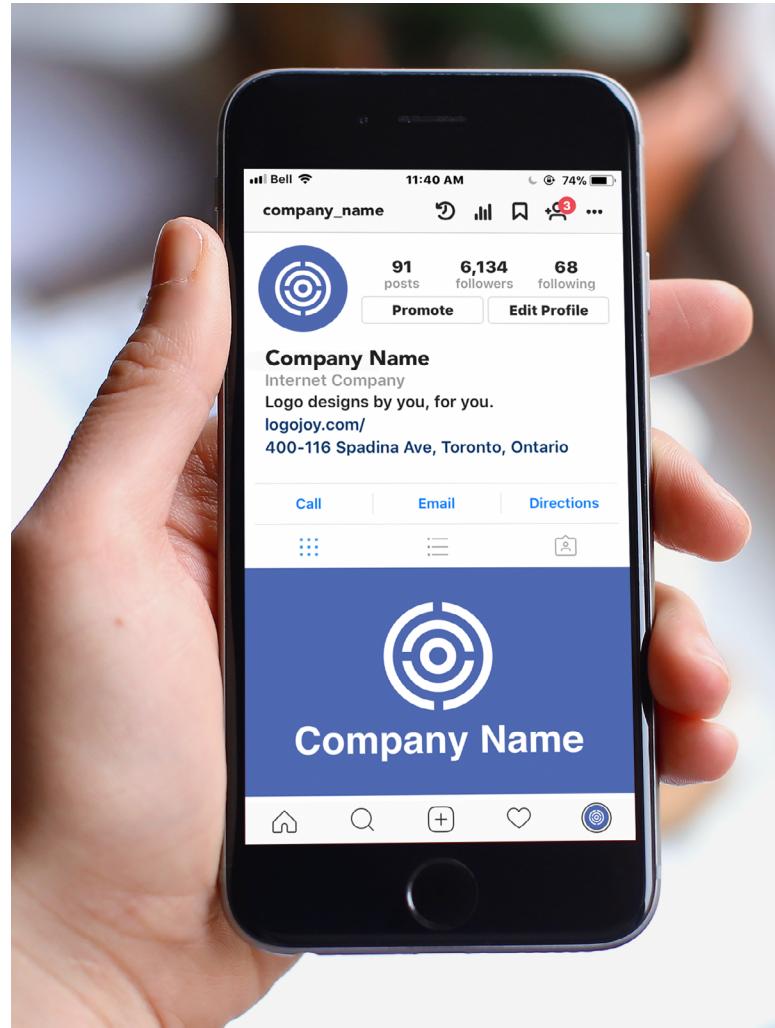


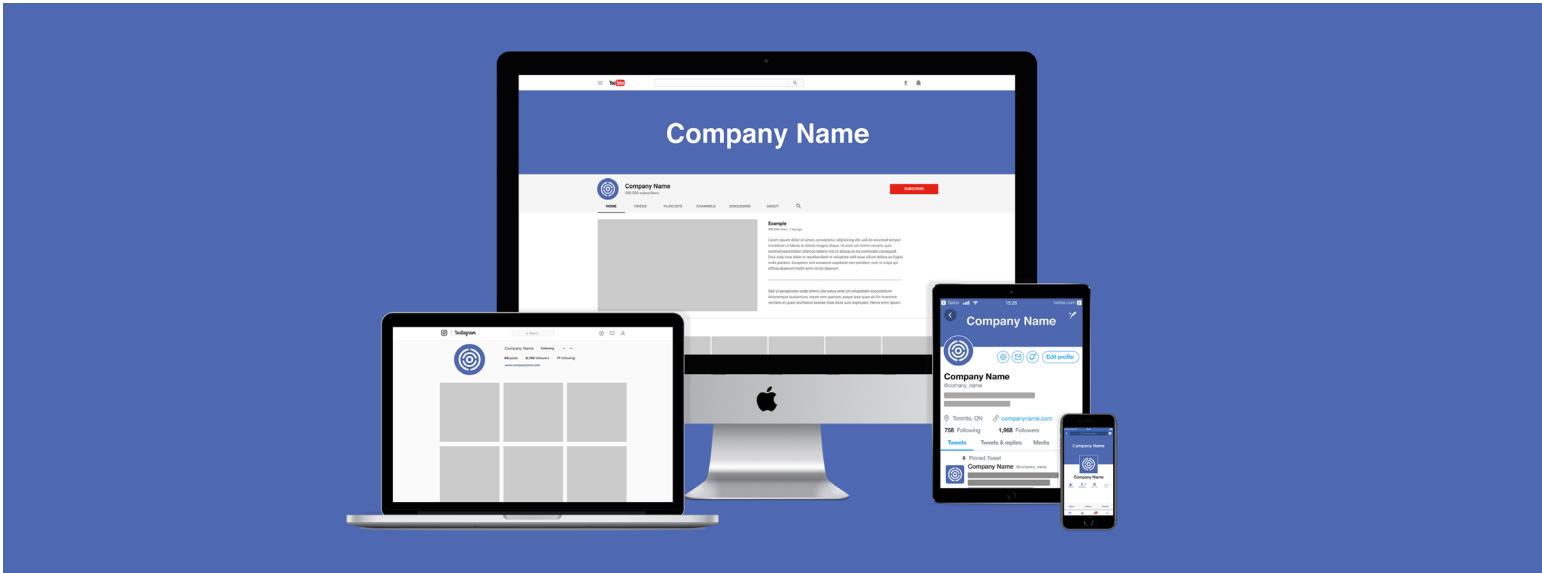
Tip: Refer to your brand guidelines to see the colors and fonts used in your logo. You can use these elements on your website when adding headlines, call-to-action buttons, text, and more.

How to use your logo on social media

How do you ensure your logo looks sharp, aligned, and professional on all your social media channels? Here are a few tips:

- Use PNG logo files because they're easy to resize. Make a list of the social channels you want to be on and ensure you have the correct image sizes for those channels.
- **Note:** If you've purchased a Logojoy Social Media Kit, you'll see your logo resized for all the major social media platforms in your downloaded logo file folder.
- Be consistent! For example, if you're putting a white-on-blue version of your logo on Facebook, use that version on your other social profiles.
- A symbol-only version of your logo is a great choice for profile photos because it makes a bigger impact in a small space.
- After you've uploaded your logo to social media, test how it displays across devices (computer, phone, tablet) to ensure it looks good everywhere.





- Profile photos vary from circle to square on different social platforms (on Facebook, your profile picture will appear in a square on your page but in a circle for news feeds). Always test to make sure your logo doesn't get cut off.
- Change your Instagram profile photo on your phone, as you can't upload PNG files when changing your Instagram profile photo on a desktop. We recommend emailing the PNG logo file to yourself and saving it to your phone.



Tip: The Logojoy Social Media Kit includes a logo sized for favicon usage.

Need instructions?

For more information on adding profile and cover images to social media, check out these help articles:

facebook

https://www.facebook.com/help/125379114252045?helpref=faq_content

twitter

<https://help.twitter.com/en/managing-your-account/how-to-customize-your-profile>

Instagram

<https://help.instagram.com/557544397610546>

LinkedIn

<https://www.linkedin.com/help/linkedin/answer/70782>

YouTube

https://support.google.com/youtube/answer/2976309?hl=en&ref_topic=16549z

Pinterest

<https://help.pinterest.com/en/articles/edit-your-profile#Web>

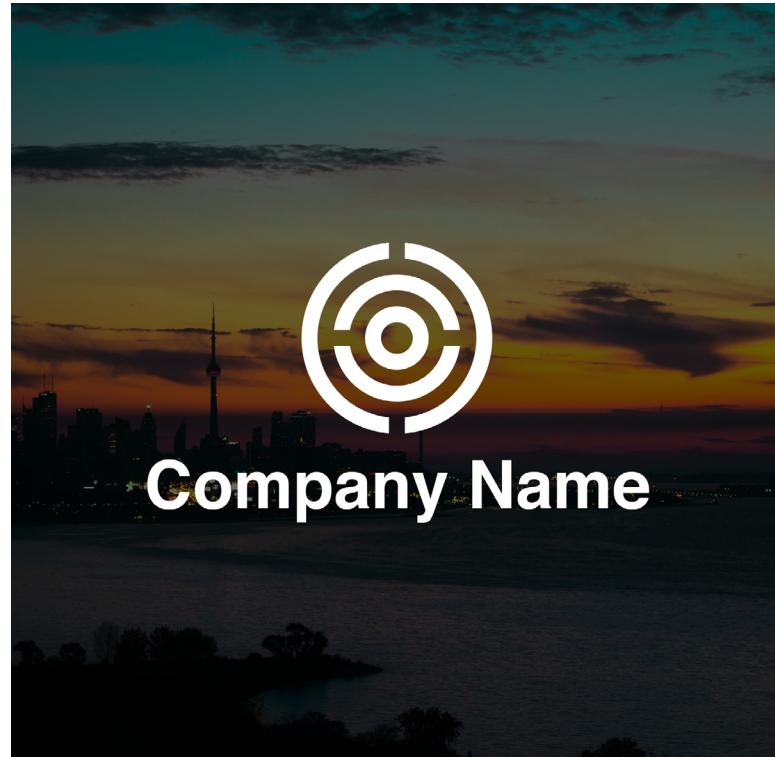


Tip: The Logojoy Social Media Kit contains versions of your logo sized for multiple social media platforms, including banner and profile images.

How to use your logo on images

Putting your logo on images is a good way to both protect them (so they don't get used without your permission), and to brand visuals you're using on presentations, websites, and social media.

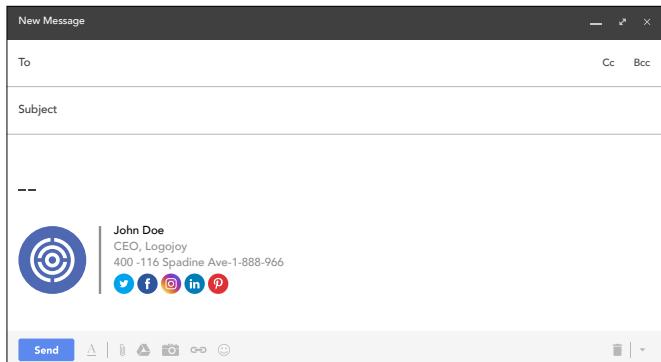
To add a logo to an image, use a program like Illustrator, Photoshop, PicMonkey, or Canva. Always use the transparent PNG version of your logo and make sure to keep it large enough to be legible but small enough to not draw attention away from the photo.



If you're using a larger version of your logo on an image background (as demonstrated in the image above), add a black layer on top of the image with 60% transparency to create contrast. You can do this in a program like Photoshop, Illustrator, or InDesign.

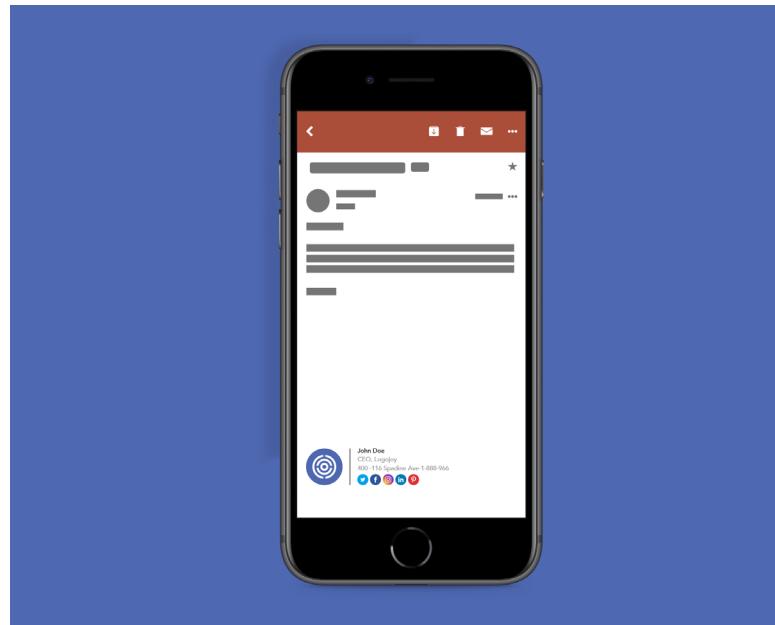
How to use your logo on emails

An email signature is a no-brainer place to put your logo because it reminds people of your brand whenever you send a message or reach out to someone new. Here are a few tips for creating an attractive sign-off:



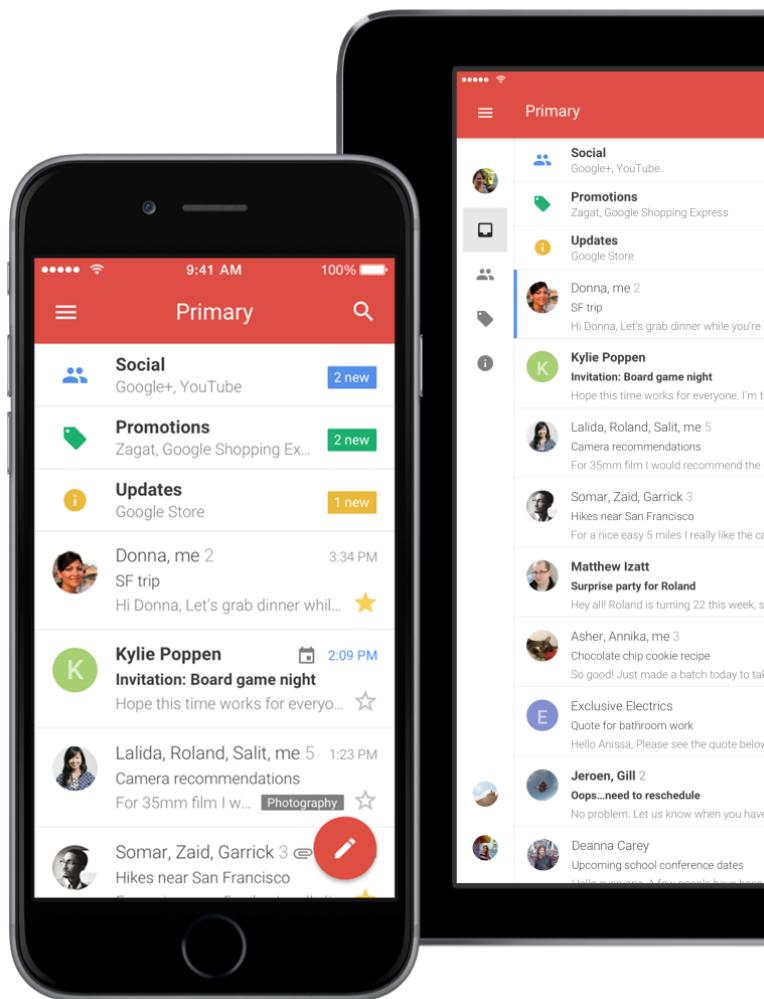
- Write your email signature text in a clear, easy-to-read typeface. Use different sizes and weights of the typeface to create visual hierarchy in your signature.
- Use 1-2 brand colors from your logo in the signature -- your name, for example, or the link color on your email and website.

- Don't fall into information overload territory. Include only your most important contact details and relevant social channels.
- If you have multiple pieces of information on the same line, separate them with "pipe dividers" or bullets.
- Ensure your logo displays at a clear and legible size, especially when viewed on a mobile device.



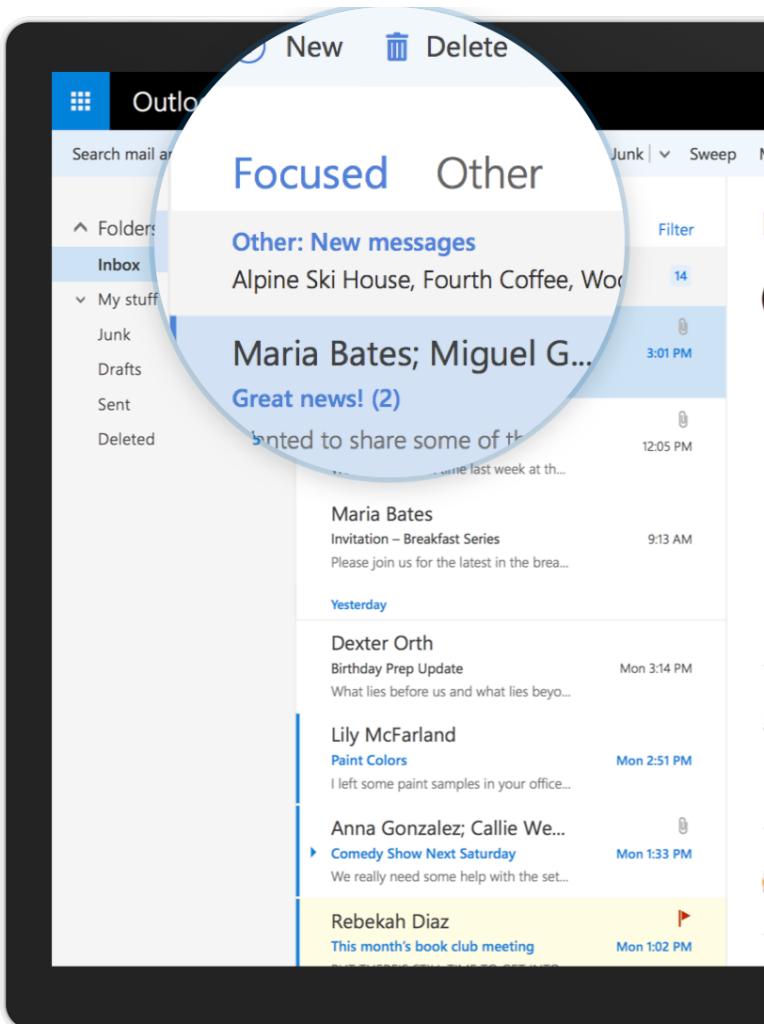


1. Save the **color_logo_transparent.png** file to your Google Drive.
2. Log in to your Gmail account and click the gear symbol in the upper right corner. Select **Settings** when the drop-down menu appears.
3. Scroll down to the **Signature** section and select the circle under **No Signature**. Click the symbol that looks like a mountain.
4. A dialog box will appear, where you'll be able to select and upload the **color_logo_transparent.png** version of your logo. After the image uploads, you'll be able to customize how it appears in your signature.



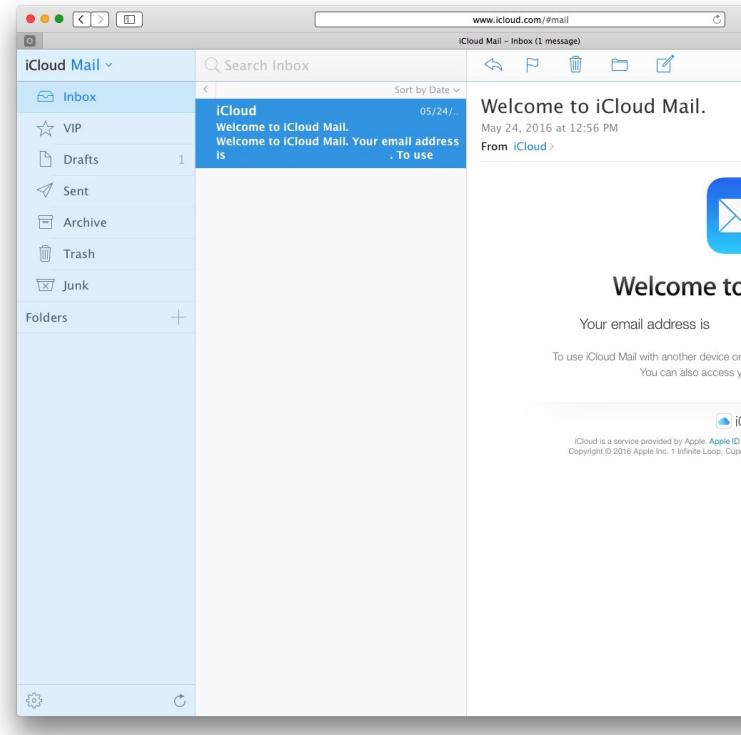


1. Log in to your Outlook account and click the gear symbol in the top upper right corner. Select **Options** to navigate to the options page.
2. Under the **Mail** header, navigate to the **Layout** subsection, where you'll find **Email signature**.
3. Select **Automatically include my signature on new messages I compose** and/or **Automatically include my signature on messages I forward or reply to** to include your signature in future emails.
4. In the dialog box below, select the mountain symbol in the left corner to upload the **color_logo_transparent.png** version of your logo. After the image uploads, you'll be able to customize how it appears in your signature.





1. Open the Mail app. Click **Mail** in the top menu and select **Preferences**.
2. Click the **Signatures** tab and select “+” to add a signature.
3. Click the **Signature #1** option. Navigate to your logo file and right-click to copy it (or go to **Edit > Copy** in your top menu).
4. Paste your logo into the signature box and add the text you want.



Tip: You can also search for [email signature generators](#) to make a signature for any email provider. Upload your PNG logo to Dropbox, Google Drive, or a similar site, right-click to copy the image URL, and paste it into the generator tool.

Email marketing and automated messages

Sending email marketing campaigns, post purchase emails, or automated shipping notifications? Brand these messages by putting your logo in the email header, either centered or left-justified. Here's how to add a logo to your email messages in MailChimp campaigns and Shopify templates:



[https://kb.mailchimp.com/campaigns/images-videos-files/
upload-add-and-edit-images-in-campaigns](https://kb.mailchimp.com/campaigns/images-videos-files/upload-add-and-edit-images-in-campaigns)



[https://help.shopify.com/manual/sell-online/notifications/
edit-template#add-a-logo-to-your-email-templates](https://help.shopify.com/manual/sell-online/notifications/edit-template#add-a-logo-to-your-email-templates)

How to use your logo on business cards

One of the most exciting places to see your logo is on a business card! It's a physical representation of your brand that you can share with anyone who's interested in your products or services.

Here are some questions to ask yourself when deciding on a business card design:

- Do I prefer a horizontal or vertical layout?
- Do I want to include my logo on both sides of the business card? (e.g. A symbol-only version on one side and a full version on the other.)
- Do I want a traditional size (3.5" x 2") or something different?
- What color cardstock will I be printing on? (This will affect whether you choose your colored logo or a black or white version.)
- What do business cards typically look like in my industry? Should I stay on the traditional side or get creative with materials, sizing, and layout?



With Logojoy's business card design add-on, you'll get a sheet of business card designs with your logo and contact information in different layouts. To preview and purchase these designs in your Logojoy account, go to your purchased logo, click **Business Cards** at the top of the page, and enter your information.



Tip: See page 44 for a list of where you can print your business cards.

How to use your logo on documents & stationery

Putting your logo on letterheads, envelopes, invoices, presentations, and other printed or digital documents makes your business instantly appear more professional and trustworthy.

Letterheads

- To add a logo to your header in Microsoft Word, open your document and click **Insert > Header** on the Insert menu. Click **Pictures** and select your **color_logo_transparent.png** file. Adjust the logo to the size you want, making sure your company name and slogan are legible.
- To add a logo in Google Docs, upload your **color_logo_transparent.png** to your Google Drive. Click **Insert > Header**, then click **Insert > Image** and select your logo. Adjust the logo to the size you want.



Invoices

Instructions on how to add your logo to invoices will depend on whether you create them manually on Word or use software, including:



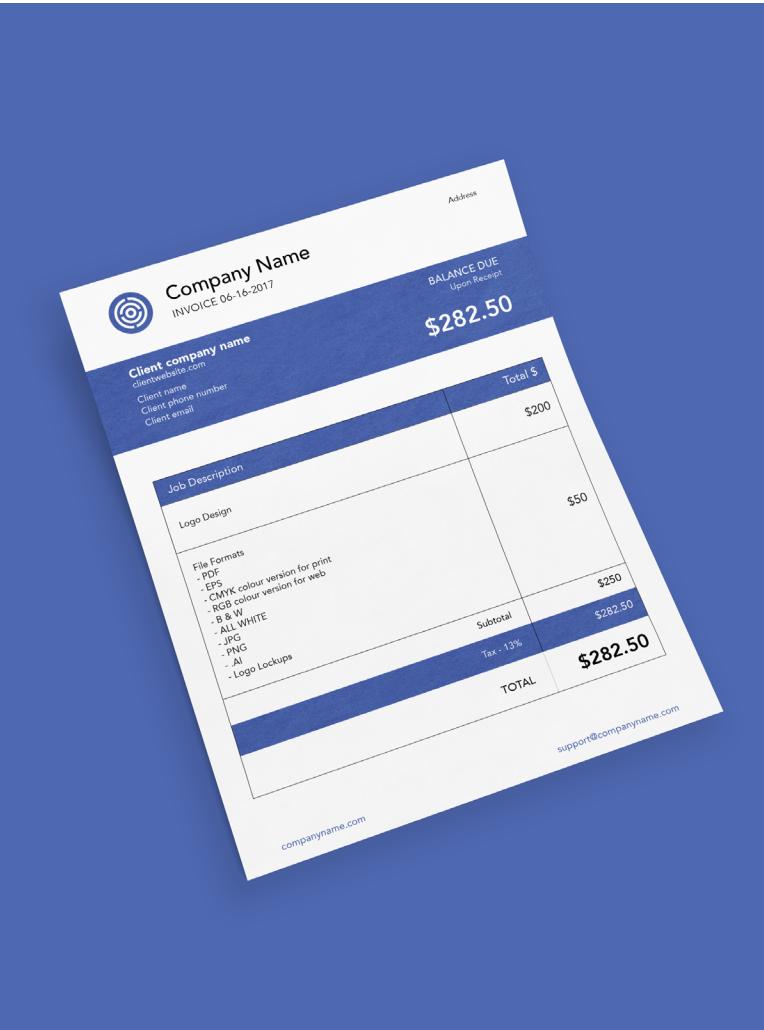
<https://community.intuit.com/articles/1224673-adding-a-logo-to-sales-invoice>



<https://support.waveapps.com/hc/en-us/articles/208621666-How-to-add-your-company-logo-to-your-invoice>



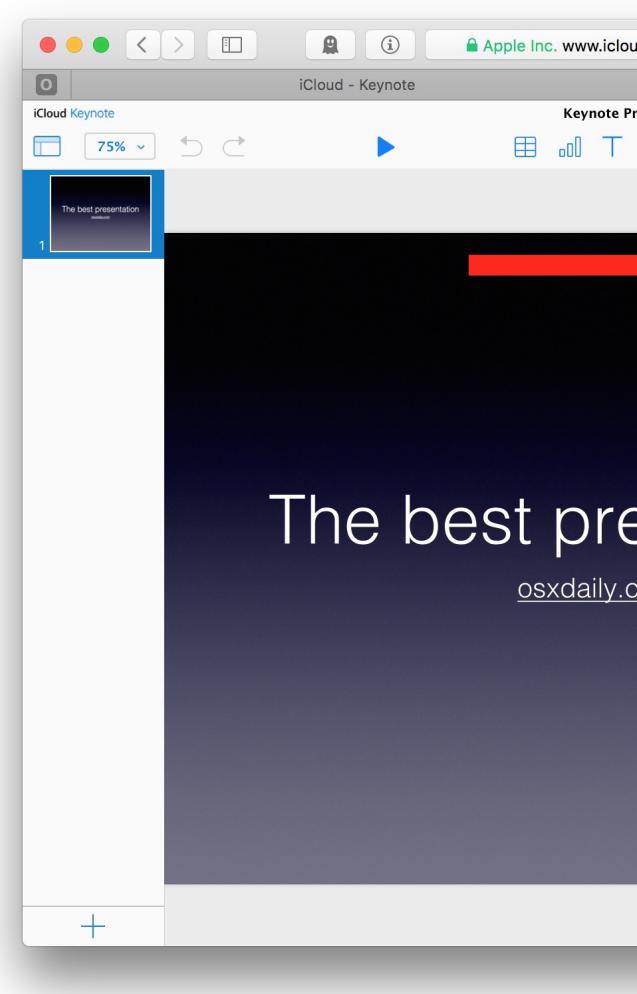
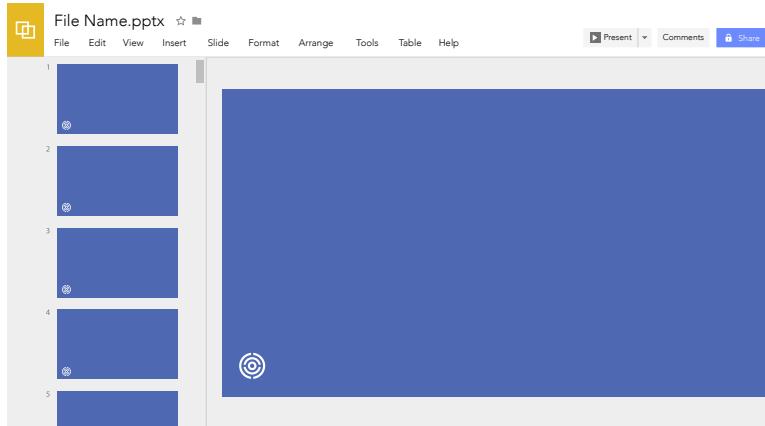
<https://support.freshbooks.com/hc/en-us/articles/115001971307-How-do-I-add-a-Logo>



Presentations

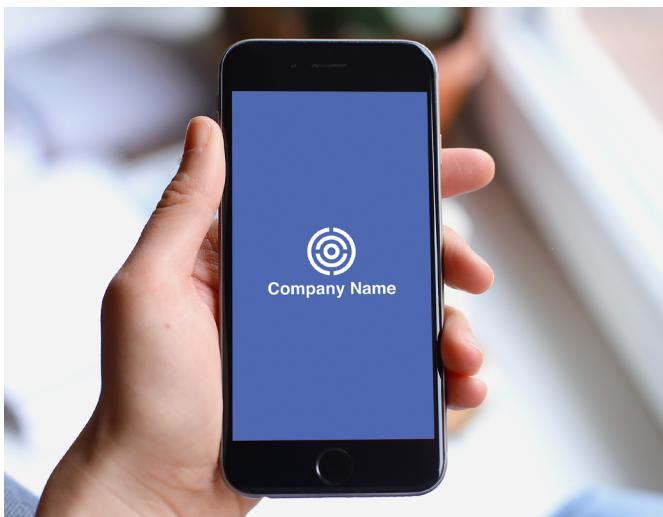
Creating a presentation on PowerPoint, Google Slides, Prezi, or another online platform? Use the PNG version of your logo on every slide in the header or footer, and feature it prominently on the opening and closing slides to drive your brand home.

You can even go a step further and create a branded presentation template with your logo and brand colors so you're ready for client pitches, training presentations, and more.



More ideas:

- Use your logo for your desktop wallpaper
(see Social Media Kit)
- Make your logo your phone or tablet wallpaper
(this is also a great idea for company devices)
- Brand your profile photo in video chat services
like Skype, Google Hangouts, Zoom,
or GoTo Meeting



Tip: See page 44 for a list of where to get your logo printed on documents, stationery, and more.

How to use your logo on clothing and swag

Ready to get fancy? You can put your logo on a range of items to show off your brand (and get word-of-mouth advertising in the process). For the best results, send vector logo files when getting clothing and swag made. Here are a few things to keep in mind:

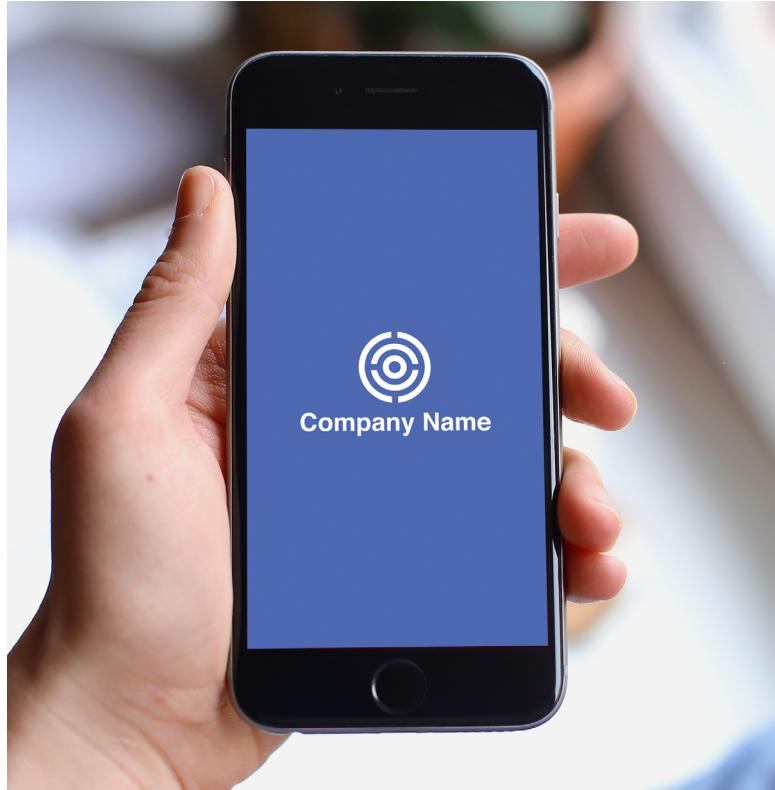
- **Placement** - Think about where you're going to place your logo for the most visibility. Will it be left-justified or centered on the item? At the top or bottom? View samples online or in person to see what looks best.



- **Sizing** - How big do you want your logo to appear on the item you're printing it on? Legibility is important, so make sure your logo is big enough to easily read your company name -- but not so big that it gets warped on the wrap-around section of an item (e.g. a pen, hat, or mug).
- **Material** - When using your logo on clothing or fabrics, you'll need to provide different file types depending on the printing/production route you choose. For silkscreen printing, we recommend EPS files. If you're opting for embroidery (or an iron-on patch), you'll need to use a converter like [Convertio](#) to get the correct files.

- **Logo background** - For the most part, you'll use a version of your logo with a transparent background when printing it on physical items, as backgrounds may not look crisp on all materials. If you're partnering with a printer that uses high-quality materials, you can try using a colored background version of your logo.

Swag ideas! Coffee mugs, pens, notebooks, T-shirts, hoodies, stickers, tote bags, keychains, hats, mousepads, calendars, sticky notes, magnets, buttons, pint glasses, lighters, stress balls, coasters, water bottles, bottle openers, cupcakes, USB sticks, temporary tattoos...



Tip: See page 44 for a list of where to get your logo printed on clothing and swag.

How to use your logo on stickers and stamps

Who doesn't love stickers? Printing your logo on custom stickers, decals, and rubber stamps is an easy (and relatively inexpensive) way to brand packaging, physical spaces, office gear, vehicles, and beyond. For the best results, send vector logo files when getting stickers made.

- **Stickers:** Available in circle, square, or die-cut (custom) shapes, stickers can be used on packaging, given out at events, or stuck on laptops, notebooks, and much more. If you're going to be using a high volume of stickers for packaging, it's a good idea to buy them on sheets or in rolls.
- **Wall Decals:** These large-scale stick-ons are perfect for putting offices and boardrooms. Look for materials that are easy to apply and remove.
- **Window Decals:** Also called front-adhesive stickers, these decals are applied indoors and visible to people walking by on the outside.



- **Outdoor-Use Stickers:**

Look for weatherproof stickers (such as vinyl lettering or bumper stickers) if you want to use your logo on vehicles or outdoor windows -- this is ideal if you're a mobile business!



- **Stamps:**

Having a stamp of your logo is the ultimate in branding convenience -- you can use it on packaging, labels, printouts, receipts, and more! Choose from self-inking stamps (pre-loaded with ink) or a traditional rubber stamp with an inkpad.



Tip: See page 44 for a list of where to get your logo printed on sticker and stamps

How to use your logo on packaging

Do you run an ecommerce or retail business? Then you have a unique opportunity to use your packaging to increase brand recognition every time you send or sell your goods to a customer!

For the best results, send vector logo files when getting packaging made.



Packaging options:

- Paper bags (white or brown/kraft paper)
- Boxes (white or brown cardboard)
- Poly mailers (for clothing and non-breakable items)
- Padded envelopes
- Tubes (for posters/prints)
- Cloth bags
- Stickers
- Packing tape
- Packing foam
- Tissue or packing paper
- Postcards and receipts

Packaging tips

- To save money, start with utility packaging (blank boxes or padded envelopes) that you can customize with stickers, stamps, or packing tape. Decide if you want to upgrade to custom-printed bags or boxes when your business is more established.
- Consider what material you're printing on -- cardboard looks best with black (or another dark color) printed on it. If in doubt, use stickers or packing tape for a guaranteed contrast.
- Be mindful of your logo's sizing -- the thinner your font and brand symbol, the harder it will be to see in a smaller format or when printed or stamped on your packaging.



Tip: Always request or download a proof (either a digital or printed sample) before ordering brand assets and prints.

Resources for printing your logo + creating brand assets

	Business Cards	Printed Assets/Stationery	Clothing	Stickers/Labels /Decals	Packaging	Swag	Stamps	Signs/Banners
Vistaprint	✓	✓	✓	✓	✓	✓	✓	✓
MOO	✓	✓		✓		✓		
GotPrint	✓	✓		✓				✓
Primoprint	✓	✓		✓				✓
Artik		✓		✓		✓		
Avery	✓	✓		✓				
StickerGiant				✓				
Sticker Mule			✓	✓	✓	✓	✓	
StickerYou				✓				
Simply Stamps							✓	
OvernightPrints	✓	✓						
4imprint					✓			✓
CustomInk		✓				✓		
Inkhead					✓	✓		
Uline				✓	✓			
Totally Promotional						✓		✓

 Logojoy