File Type
Usage

EPS, JPG, and PNG are the most common file types for brand logos and graphics. To the right are descriptions of each file type, as well as the standards for how and when to properly use them.

EPS

An EPS is a vector file, meaning its appearance is defined by a mathematical formula instead of a bunch of dots or pixels. It has tremendous scalability and can be used everywhere from your business cards to a billboard while maintaining a sharp quality. Despite the file preview, EPS files have a transparent background.

EPS files are great for all of your print design needs.

JPG

A JPG is a raster file—made up of dots or pixels. JPG files will always have a white background, which can limit their use in application. Once a JPG is enlarged past its intended size, it will begin to break down and look pixelated.

JPG files can be used for digital and web when saved with a low resolution. JPG files with a high resolution can be used for print, but don't have the same scalability as vector files.

PNG

A PNG is another type of raster file, which can only be saved in the web-ready color mode of RGB. PNG files usually have a transparent background, making them popular for use over photos, colored backgrounds, and other graphics.

PNG files should only be used for digital and web applications.