

# Usage tips for generated logo files

Tips on using files from Logomaster.ai to create business cards, letterheads, email signature and more.

On Logomaster.ai, logo packages come in 3 different tiers. One should consider his or her needs before purchasing.

- The Basic package comes with 2 simple PNG files of relatively low quality, however, it is the most economical way to get your logo files for idea validation.
- For common business usage, we always recommend users get at least the Premium package for better image quality and a greater variety of logo formats.
- If you have a larger budget, getting our Enterprise package would give you a full set of files that a normal designer would provide for you.

## **Always use the PNG files**

PNG is one of the most accepted image formats on the Internet. You can find your logo provided as PNG files in the generated logo package. If you need your logo file on a transparent background, please use the PNG file named "Transparent".

## **Downsize or cropping**

Logomaster.ai provides your logo files of the best quality. Therefore you will find your logo files generated at a resolution of 4096 pixels (the long side) for premium and enterprise package. For the basic package, you will only receive your logo files at a resolution of 1024 pixels.

In some situations, you might need to downsize your logo files because it is too large in size, or because of the third-party website's limitation. In this case, you can use the following online service to handle the resizing and cropping task:

- <https://picresize.com/>

## **Vector files**

If you have purchased our premium package or enterprise package, you will receive your logo files in vector format as well. It comes in 3 different formats (SVG, EPS, and PDF). We recommend using the SVG file at all times. The vector files contain your logo's raw path information and are capable to be scaled up without any resolution limit. You might need professional image editing software to open the vector files. The most accepted software is Adobe Illustrator or CorelDRAW. Nevertheless, you probably don't need to handle vectors yourself, but when your designer asks for a vector file, you can just send them the SVG file and they will know how to handle it.

The followings are the most common usage among our customers and we would like to summarise in this article so that it benefits everyone.

## **Usage tips**

- 1. Create business cards, posters, flyers, T-shirts, mugs, stickers, and any other print material of your brand**

We recommend the following services to create the above branded materials, especially business cards. It is easy to create professional business cards using the tools provided by them.

- <https://www.vistaprint.com/>

- <https://www.printi.com.br/> (for users from Brazil)

## **2. Create letterhead in Microsoft Word**

Using the logo file for the letterhead is a very common use case among our customers. The following is a comprehensive guide on how you can create the letterhead in Microsoft Word.

- <https://www.timeatlas.com/word-letterhead-template/#3>

## **3. Create an email signature**

You can follow the guides here to create your email signature. At some points, you might need to upload your logo image to the Internet before you can add the image to your email signature. Details to include an image in an email signature can be found in the guides.

- <https://support.google.com/mail/answer/8395> (Gmail)

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<https://support.office.com/article/create-and-add-a-signature-to-messages-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2> (Outlook)

- <https://www.mail-signatures.com/signature-generator/> (online service)

## **4. Create a favicon for your website**

Some of our users require a favicon for their website. It is easy to create one using the following service. In most cases, you might just want the favicon to be the icon of your logo design. Therefore, in order

to extract the icon part from your design, you might need to crop your logo. You can use <https://picsize.com/> to crop a square image out of your original design and apply it to the following favicon-generating site.

- <https://realfavicongenerator.net/>

## **5. Create a watermark for your product photos**

We do provide watermark images of your logo in the Enterprise package. It is provided as a monotone, half-transparent PNG file. You can apply a watermark to your product photos by simply copy and paste the file using any image editing software. If you are having difficulties in doing so, there is always an online service doing the task for you. We recommend the following service.

- <https://www.watermark.ws/>

## **6. Import into other designs in Adobe Illustrator or CorelDRAW**

If you have an existing design and would like to add your logo to it, it is possible by importing the vector file into your design workspace. Importing a PNG file is not recommended as it is not editable. Vector files such as SVG or EPS are the best candidate for this task. Image editing software such as Adobe Illustrator and CorelDRAW support importing SVG/EPS into the design workspace. You can find the details on importing SVG or EPS to your design in the following guides:

- <https://vectorguru.org/help/how-to-open-an-eps-file.html> (Adobe Illustrator - import EPS file)
- <https://www.coreldraw.com/en/pages/svg-file/> (CorelDRAW)

## **7. Extract colors from logo design**

The color info of your logo design can be viewed in the editing panel, as well as in the style guide PDF in the Enterprise package.

Otherwise, you can always find the following online tool helpful in extracting your logo's color:

- <https://labs.tineye.com/color/>
- <https://pinetools.com/image-color-picker>

## **8. Branding of goodies, giveaways, employee and customer gifts, and all types of promotional products.**

- <https://www.allbranded.co.uk/>

We hope the above helps. Do let us know if you think there is anything that should be included in the usage tips. We are happy to add those to the article.