⌔ softriver

Understanding your file types & usages

Now we've completed our project and you have all the files you need to take your brand to the next level, it's important to make sure you're using the correct files for the correct application. Otherwise, colours may change subtly, load times may increase, image quality may lessen, etc.

01   File types

⬿ = For web use   ▢ = For print use

⬿ .PNG

A Portable Network Graphic (.PNG) is a type of raster image file. It's particularly popular file type because it can handle graphics with transparent or semi-transparent backgrounds.

⬿ .SVG

A Scalable Vector Graphic (.SVG) is a vector-based format used for displaying graphics which can be scaled up and down without any loss of resolution.

⬿ .JPG

Joint Photograpic Experts Group (.JPEG/.JPG) is one of the most widely used image file formats. Able to compress impressive detail into small file sizes due to it's inability to support transparent backgrounds.

⬿ ▢ .PDF

A Portable Document Format (.PDF) is a reliable and versatile file format used to present and exhange documents. .PDFs are the leading file format for print artwork supply.

⬿ ▢ .AI

Adobe Illustrator (.AI) files are the native vector file type for the graphic design programme Adobe Illustrator. This is where I created the design initially and can be requested by printers.

02   Logo files Folder

01 Emblem

In this folder, you will find all "emblem" files, meaning the icon alone, in PNG

02 Favicon

In this folder, you will find all "favicon" files, to be added to your website. It will be used by chrome to display on the tabs

03 PNG, SVG → 3. 1x, 2x, 3x

In this folder, you will find the best files to be used digitally

These are different sizes within the logo, on large use-cases, use a high X, if you just need the logo to be tiny (like on an email), then use 1x.

If you have any issues navigating your files, please shoot us a message in the inbox :)