

EVERYTHING YOU NEED TO KNOW ABOUT LOGO FILE
FORMATS (AND HOW TO USE THEM)

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01

PNG

Portable Network Graphic:

- If you compress and decompress the image's size, it won't lose its quality
- Support transparent backgrounds
- This file type is not recommended for print.

02

SVG

Scalable Vector Graphic:

- You should use svg whenever they're accepted, especially when sending a logo to print
- Can be scaled to any size without loss of image quality (they also look great on retina display)
- Vector file format
- Small file size compared to a PNG or JPG
- Web-friendly XML language and editable on design software like Adobe Illustrator
- Support transparent backgrounds

03

EPS

Encapsulated PostScript:

- Used for printing and editing purposes and are commonly referred to as "working files" or "master files."
- Easily scalable for print (can be as large as a billboard and as small as a business card)
- Vector file format
- Editable on design software like Adobe Illustrator or Photoshop
- Support transparent backgrounds

04

PDF

Portable Document Format;

- They're commonly used for document purposes, but can also be used to share images, including logos.

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01 Png

Use PNG files to put your logo on:

- Websites and blogs (including your favicon, the icon that shows up in your browser tab)
- Letterheads on Word or Google docs
- Social media profile and cover photos
- Online shops or platforms like Etsy
- Images (e.g. to add a watermark)

Use SVG files to put your logo on:

- Print materials (business cards, posters, stickers, and more)
- Clothing and swag
- Stickers and labels
- Websites (note: you must know how to code because most website builders, including WordPress and Squarespace, won't accept SVGs)
- ...or if you need to send your logo to a designer to make changes

02 Swag

How do you open SVG files?

You can open SVG files in a browser (Chrome, Firefox, Edge, Safari, Internet Explorer), in Adobe Illustrator, or on another Adobe program like Photoshop and InDesign with an SVG plugin.

02 Svg

03 Eps

Use EPS files to put your logo on:

- Print materials (business cards, posters, brochures, and more)
- Stickers and labels
- Clothing and swag
- ...or if you need to send your logo to a designer to make changes

03 Eps

How do you open EPS files?

It's tricky to open and edit EPS files without Illustrator or Photoshop; however, you can download free software like Sketch or Inkscape to access them.

Use PDF files to put your logo on:

- Print materials (business cards, posters, stickers, and more)
- Stickers and labels
- Clothing and swag

04 Pdf

If you have any questions, do
not hesitate to contact me!

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