Logo File Guide

Congratulations on your new logo! We're just as excited as you are for it to be out in the world.

However we realise all the different file types in this package can be a bit confusing. We hope this guide will help you to understand each file type and when to use it.

If you're still not sure or need a different file type please get in touch.

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Vector File Formats

Vector graphics are created using mathematically defined lines and shapes to make an image. This means vector graphics are infinitely scalable without pixelation.

.ai — AI
ADOBE ILLUSTRATOR

PRINT

An editable vector-based file format. AI is the standard source file for your logo. Some print shops will request this file.

.eps — EPS
ENCAPSULATED POST SCRIPT

PRINT

An editable vector-based file format. Some print shops will request this file.

.pdf — PDF
PORTABLE DOCUMENT FORMAT

PRINT   DIGITAL

An editable vector-based file format. This universal file format is extremely versatile. It is typically used for printing and easily sharing documents online.
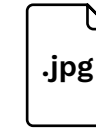
.svg — SVG
SCALABLE VECTOR GRAPHIC

DIGITAL

SVGs are great for websites or apps to keep logos and icons sharp. SVGs are infinitely scalable without pixelation.

Image File Formats

These are called raster graphics, created using a grid of tiny pixels. Enlarging these images can make them pixelated or blurred.
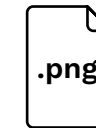
.jpg — JPG
JOINT PHOTOGRAPHIC EXPERTS GROUP

DIGITAL

A popular image format commonly used for photos and web graphics. Can be compressed to smaller file sizes than PNG, doesn't support transparent backgrounds.

.png — PNG
PORTABLE NETWORK GRAPHIC

DIGITAL

Great for web graphics and digital displays. Supports transparent backgrounds, but file sizes are typically larger than JPG.

Colour space

RGB
RED, GREEN, BLUE

DIGITAL

RGB is the colour space for digital displays. Use RGB files for digital purposes such as websites or screens. Printing RGB files can result in inaccurate colours. Use CMYK or Pantone files for printing.

CMYK
CYAN, MAGENTA, YELLOW, BLACK

PRINT

Cyan, Magenta, Yellow and Black are the four basic ink colours used for printing. These colours are combined to produce a wide range of colors. Use CMYK files for printing. They are not for screen use.

Pantone
PMS / SPOT COLOUR

PRINT

Pantone is a standardized system for colour. Unlike CMYK, A Pantone or spot colour is a single colour created from a precise mixture of inks. Their colour accuracy is superior to CMYK, but can be more costly.