

Logo

Deliverables

- ✓ Logo
- ✓ Icon* (separately)

File formats



Upload all the different versions of the desired files, such as portrait, landscape, reversed color, and black and white files.

Depending on the client's requests, exceptions can be made to these file types, including .psd files, color variations, and logos (with or without the slogan). However, please ensure you are only sending in the relevant files in a clean and clear manner.

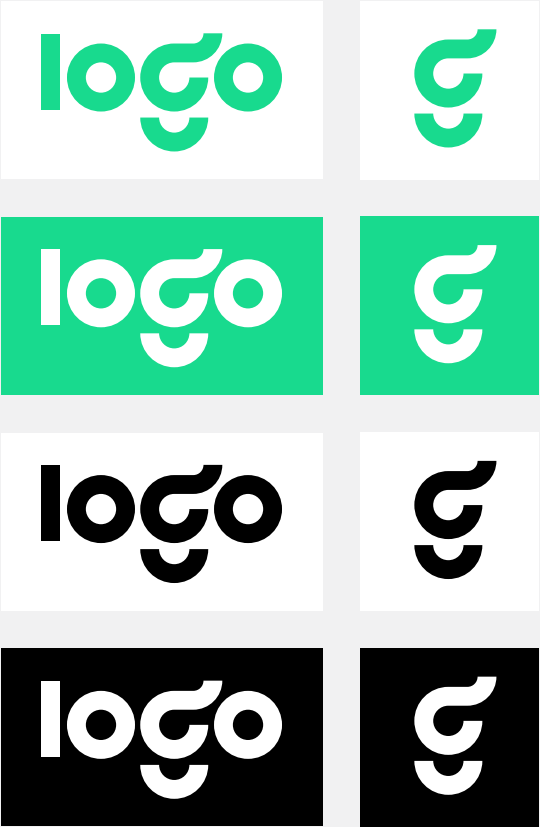
* If applicable

Create a clean and understandable Illustrator file with all the different logo items combined at the same place. Make sure to place the logo and icons on separate artboards in a size that fits the artwork. This will save you lots of time when creating the .eps, .png, and .jpg files later on in the process (save or export the file selecting the "Use Artboards" option, don't forget to delete the backgrounds when exporting .png files).

Place the icons on square-shaped artboards. This way, the client will be able to easily use the .jpg files as their profile photo.

Illustrator file

EXAMPLE



"Styles come and go.
Good design is a language,
not a style."

- Massimo Vignelli

Folder structure

EXAMPLE

- BrandName-Logo.ai
- BrandName-Logo.pdf
- EPS Files
 - BrandName-Logo(Landscape).eps
 - BrandName-Logo(Landscape-Reversed).eps
 - BrandName-Logo(Landscape-Black).eps
 - BrandName-Logo(Landscape-White).eps
 - BrandName-Logo(Portrait).eps
 - BrandName-Logo(Portrait-Reversed).eps
 - BrandName-Logo(Portrait-Black).eps
 - BrandName-Logo(Portrait-White).eps
 - BrandName-Icon.eps
 - BrandName-Icon(Reversed).eps
 - BrandName-Icon(Black).eps
 - BrandName-Icon(White).eps
- PNG Files
 - BrandName-Logo(Landscape).png
 - BrandName-Logo(Landscape-Black).png
 - BrandName-Logo(Landscape-White).png
 - BrandName-Logo(Portrait).png
 - BrandName-Logo(Portrait-Black).png
 - BrandName-Logo(Portrait-White).png
 - BrandName-Icon.png
 - BrandName-Icon(Black).png
 - BrandName-Icon(White).png
- JPG Files
 - BrandName-Logo(Landscape).jpg
 - BrandName-Logo(Landscape-Reversed).jpg
 - BrandName-Logo(Landscape-Black).jpg
 - BrandName-Logo(Landscape-White).jpg
 - BrandName-Logo(Portrait).jpg
 - BrandName-Logo(Portrait-Reversed).jpg
 - BrandName-Logo(Portrait-Black).jpg
 - BrandName-Logo(Portrait-White).jpg
 - BrandName-Icon.jpg
 - BrandName-Icon(Reversed).jpg
 - BrandName-Icon(Black).jpg
 - BrandName-Icon(White).jpg