



Logo File Usage Guide

Learn which file types and color spaces are best for your projects.



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INTRODUCTION

You've just been given a folder full of documents, files and images, and they all have different names. It looks like you have ten copies of the same logo! They all end with funny file extensions, like AI, EPS, PDF, JPG, PNG, OMG, WTH...right? Not to worry! We'll give you the low down on which files to use when and what exactly you can do with each file type.

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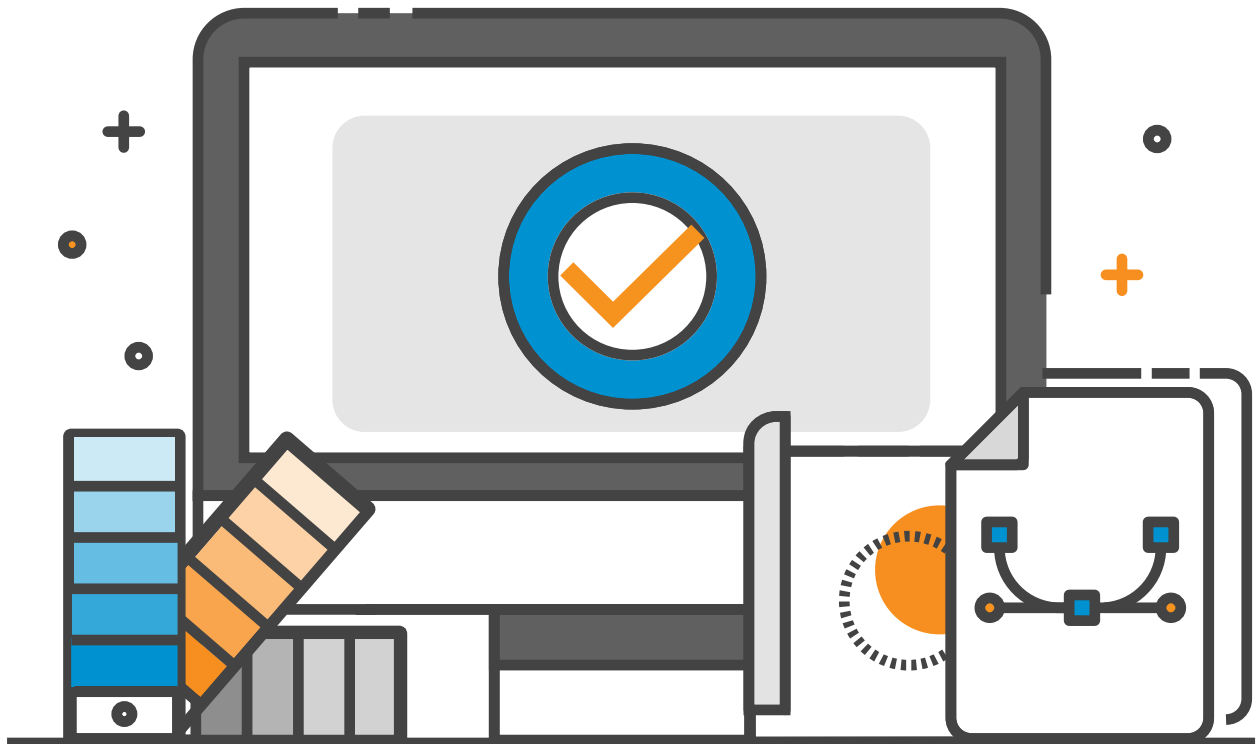
LOGO FILE TYPES

An investment in knowledge pays the best interest.

- Benjamin Franklin, Inventor, Politician and Perpetual Student

FIRST THINGS FIRST, NOT ALL FILE TYPES ARE CREATED EQUAL.

There's a reason you have a couple different files of the same logo. Some are best for digital media and some are best used for physical media. Have a t-shirt you want your logo on? We have a file type for that. Want to send your logo to a charitable organization so they can use it on their website? We have a file type for that too.



RASTER VS. VECTOR

Let's break down the file types.

RASTER

Raster file types include **.jpg** and **.png**. Raster files, or images, are the same kind of images you take on your phone and are based on a dot matrix structure. This means raster files are based on little dots of color, or pixels, on a grid. Raster images are resolution dependent, meaning a raster image cannot be scaled up without losing some of its quality (enlarging a raster image eventually causes the image to become “pixelated” or blocky.) These images are best used at 100% scale and smaller.

Raster images can be used online or for print.

VECTOR

Vector files types include **.eps** and **.ai**. Vector files are based on polygons vs. pixels to create images. This means that vector images CAN be scaled up without losing their quality. The points and curves that make up the polygons (or, if you want to get nerdy, the mathematical formulas that create these polygons) can easily be readjusted to create a smaller or larger image while maintaining clean, crisp lines.

Vector images can be used for print.

Now that you know the two basic file formats, its time to go deeper into the matrix-erm, we mean file formatting world.

RASTER FILE TYPES

The Oxford English Dictionary accepts both pronunciations. They are wrong. It is a soft 'G,' pronounced 'jif.' End of story.

- Steve Wilhite, Creator of the Raster File Type GIF

JPG

JPG (also known as JPEG files) are compressed raster files that are best used online but can also be used for smaller print jobs. Because of their size, JPG files allow web pages to load faster. JPG files will always have a white background, so if you're looking for a logo with a transparent background, read on.



PNG

PNG files are higher quality raster files. PNGs allow transparencies, meaning your logo will be featured on a transparent background. PNGs are also best for digital use, however be warned, as too many PNG files can slow down your website.



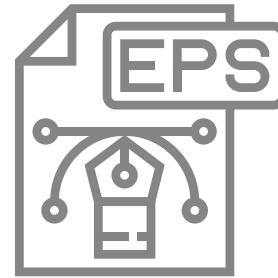
VECTOR FILE TYPES

If you think math is hard, try web design.

- Trish Parr, Web Designer

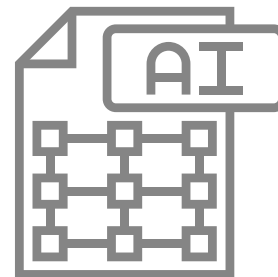
EPS

EPS files are your standard vector file format. They are best used for any design elements or logos that need to be resized. EPS files are print ready but will need to be converted to a raster file in order to use online.



AI

AI files are branded version of EPS files, aka Adobe Illustrator's file format. This file type is most often used for "in-progress" work or for sharing with your printer, in case they need to make some changes to the file before printing.



PDF

Short for Portable Document Format, PDFs are used to share files with anyone from your printer to your audience. PDFs can be used for digital or for print, although you will most likely use your PDF logo file for print only.



COLOR SPACE

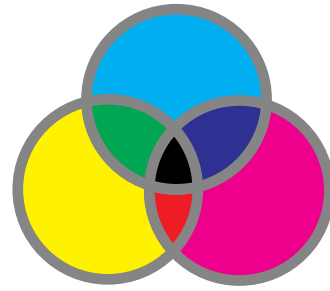
Color is my day-long obsession, joy and torment.

- Claude Monet, French Impressionist Painter

CMYK

This color space is based on four colors (cyan, magenta, yellow, and black). These are the file types your printer will use, whether you choose digital printing or traditional press printing. Think brochures, business cards, posters, etc.

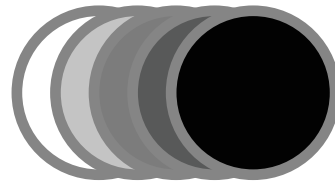
File Types: AI, PDF, JPG, EPS



GRAYSCALE

This color space only uses one color (black). Use grayscale whenever printing in a black and white, for example newspaper ads.

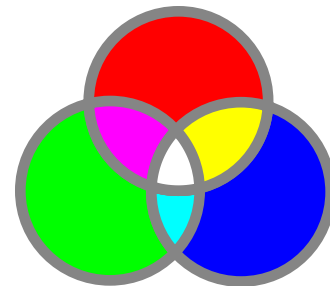
File Types: AI, PDF, JPG, PNG, EPS



RGB

This color space is based on three colors (red, green, blue). You'll use this color format strictly online.

File Types: AI, PDF, TIF, JPG, PNG, EPS



PANTONE

This color space is based on the standardized color reproduction system called the Pantone Color Matching System. Pantone color swatches are used by manufacturers, printers and designers across the world in order to ensure colors match.

File Types: EPS, AI, PDF



WHEN TO USE WHAT

What separates design from art is that design is meant to be... functional.

- Cameron Moll, Designer and Author

STILL A LITTLE CONFUSED AS TO WHEN YOU SHOULD USE WHAT FILES?

Use this handy tool to determine what files you need for what projects.

DIGITAL MEDIA	PANTONE/CMYK	RGB	GRAYSCALE
Websites, emails, videos, ebooks, social media and more.		PNG JPG	

PRINT MEDIA	PANTONE/CMYK	RGB	GRAYSCALE
Full color press or digital printing.	PDF EPS AI		
Newspaper (black and white only ads.)			PDF EPS AI
Alternative materials, such as clothing, vinyl signs, etc.	PDF EPS AI		

ABOUT US

Helping companies build a sustainable future

Our story starts in 1991 when we opened a custom photo lab and photography studio in Fort Collins, Colorado. In the years that followed we expanded to include digital graphic design services.

Now located in Windsor, we mainly work for companies in blue-collar industries like construction, manufacturing, and commercial services. We provide strategic marketing, creative design, web development, and commercial photography services.

<https://www.digglescreative.com>

Strategic Marketing and Creative Design

Make growing your business easier with our proven approach to marketing and feel proud of the way your company looks.

