Best Practices For Logo Use

Wondering what to do with the files that we just shared with you? Great question.

Each logo file has a purpose, so it is important that you use the appropriate files as you build your brand. Below, we have explained the various file types and formats included.

1.0 Vector Files

EPS, PDF and SVG file types are vector, which means they can be scaled up to any size without compromising its quality. Anything professionally printed and designed should use one of these file types.

EPS (Encapsulated PostScript)

EPS files are a graphic format for vector-based images in Adobe Illustrator. Used for design, printing and editing purposes, they are commonly referred to as "working files" or "master files." If you do not have access to Adobe Illustrator or Photoshop, you may be able to download free software to open these files, such as Gravit.

PDF (Portable Document Format)

When a vector file is saved as a PDF, the editing capabilities are preserved, allowing you the ability to open and modify using Adobe Illustrator or Photoshop. Because it is an easy-to-read file format, you can download and open it on any device. To view a PDF file, be sure to have Adobe Acrobat Reader installed.

SVG (Scalable Vector Graphic)

SVG files are developed for use on the web. To view an SVG file, use your web browser or a professional Adobe design program, such as Adobe Illustrator or Photoshop.

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2.0 Raster Files

JPG/JPEG and PNG files are raster, which means they are composed of small squares called pixels. Enlarging a raster file results in the image appearing blocky or blurry. This is why we design logos as a vector file and export them as raster files.

JPG/JPEG (Joint Photographic Experts Group)

JPG/JPEG files are most commonly used for compressing digital images, which makes it optimal for digital use such as websites. They do not have a transparent background; therefore, are not suitable for layering on top of other images or colored backgrounds. All devices can open JPG/JPEG files.

PNG (Portable Network Graphic)

Similar to JPG/JPEG, PNG files are also used for digital. The biggest advantage of PNG over JPG/JPEG is that the file compression is lossless, meaning there is no loss in quality each time it is opened and saved again in a program such as Adobe Photoshop. PNG files can also provide an almost perfect pixel-for-pixel representation of the image on a screen or monitor, so it is the preferred file format for displaying logos on a website. They have a transparent background, allowing you to place your logo on top of any background. All devices can open PNG files.

Enlarging a raster file results in the image appearing blocky or blurry.
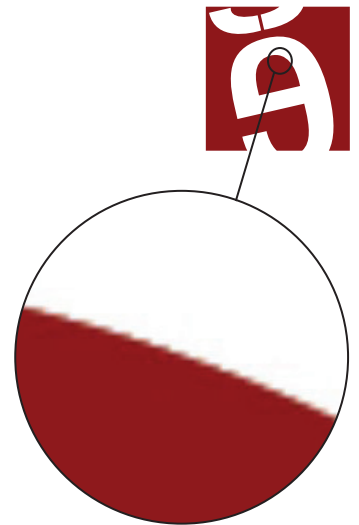
3.0 Color Variants

Along with the different file formats, we have provided CMYK, RBG and single-color (black and white) color formats.

CMYK represents cyan, magenta, yellow and black. These files should be used for printing.

RBG represents red, green and blue. These files should be used for digital.