



Logo File Cheat Sheet

Why did you receive so many different file types? Well they are all not for you the client. They are also for designers, developers, and vendor (such as professional Printer). So here is a guide to each way these files formats can be used.

Vector Files

Illustrator File or .ai

An AI file is a vector-based image created in Adobe Illustrator. Designers use this file to create and edit your logo. They are commonly called the "working file", "source file", or "master file".

- AI Files can be modified as needed without reducing the quality of the logo but you need Adobe Illustrator to do so.
- This file type is for the designer, so its important to keep this file for future use.
- AI Files are editable vector, scalable to any size, and are not universal.

Encapsulated PostScript or .eps

An eps file is the gold standard for your logo files. It is a vector-based image, when exported from Adobe Illustrator, and is meant for print usage

- EPS files can be sized up or down without deteriorating the image quality.
- File use is for print. Designer and Vendors(Printers) use them and need them unless request otherwise.
- EPS Files are editable vector, scalable to any size, and are universal, but not ideal for images

Portable Document Format or .pdf

A pdf might be a vector file depending on if it's generated from Adobe Illustrator or another vector software. A PDF is a very common file type and can be viewed in a various ways.

- PDF files are not always vector-based because pdf's can be exported from lots of other programs like PowerPoint & Photoshop and then saved as a PDF
- File use is for print and digital. Clients and Vendors(Printers) use them.
- EPS Files are editable vector, scalable to any size, and are universal.

Scalable Vector Graphic or .svg

An svg file is a vector-based image meant for web usage. An svg can be used on a website and allows the image to be scaled and maintain quality.

- SVG Files is a vector-based image meant for web usage with a transparent background.
- File used for web. Designer and Web Developers use them.
- They are compatible across web browsers & operating systems
- SVG Files are editable file, scalable to any size, and have high resolution but are not suitable for print.

Raster Files

Portable Network Graphic or .png

A png file is a raster-based graphic meant for web usage. These files are pixel-based and cannot be scaled up without pixelation. They are able to be opened with most computer softwares .

- PNG files support transparent backgrounds which are perfect to place on your website or social media graphic.
- File use is for digital. Web Designer use them..
- PNG Files are scalable to any size, have a transparency option, and Higher quality in resolution but are a larger file size.

Joint Photographic Experts Group or .jpg, jpeg

A jpg or jpeg file is a raster-based image meant for web or print use.

These files are best used for photographs. They are perfect for the web because when optimized they load quickly.

- JPG files must be created with the correct size and resolution because they become pixelated if scaled to large.
- Logo use is for print and digital. They are most ideal for you the Client..
- JPG Files have a same file size and various color range, but not always the best quality and do not have a transparency option.

Remember to keep all the logo files in a **safe** place for future use. If you have any other question about which files is perfect for the Web versus Print. Please contact me at cumminslucy1996@gmail.com.

For a more information about logo formats visit:
goosegraphicdesign.co