



Understanding Logo File Types



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Have you ever sent your logo off to print or uploaded it to your website and thought the colors seemed incorrect or your logo was blurry? Chances are, this is because you used the wrong file type. But don't worry, here's a handy little cheat sheet for you to reference whenever you have questions about which file type to use for your logo.

Web vs. Print

Included in your “Deliverables” folder, you’ll see two folders—“Print-Version” and “Web-Version.” There are a few differences between these two file types, and it is important that you understand how they are different.

Print files require a higher resolution (300 DPI—dots per inch) to prevent your logo from looking blurry or pixelated. Web files don’t require as high of a resolution (72 PPI—pixels per inch), which enables them to load faster while keeping your image crystal clear.

Color is also a huge factor with print and web files. Without getting too technical, print files use a different color system than web or screen devices use. If you were to upload the print version of your file onto the web, chances are it could appear neon or altogether different from the actual colors of your logo. Vice versa, if you were to print the web version of your file, your colors might end up looking incorrect. This is why picking the correct file type is so important.

File Types

EPS

An EPS is primarily used in print materials. This file type is most commonly used when creating things like apparel, signs, or any large-scale item when the logo needs to be blown up at a really large size but retain its quality. (Note: *If you are ever asked for a file to be given to you in a vector format, then this is the file type you’ll want to send.*)

JPG OR JPEG

This is one of the most common file types that you’ll use. This file type is best known for maintaining true color and being a relatively small file size. It’s important to note that a JPG has a white background, so it will look best if placed on a white background.

PNG

A png is similar to a jpg; although, it’s unique because it has a transparent background. This means that whatever color background you place this file on it will not have a white box surrounding the graphic.

PDF

A PDF is another common file type used primarily for print. PDFs retain a higher quality of your logo than a JPG.

SVG

This file type is only used on the web, but it’s a powerhouse of a file type. SVGs are scalable while maintaining a high-quality graphic no matter the size.