

ANDiDESIGN

how to guide for

LOGO FORMATS



JPG

CMYK & RGB

JPGs are the most commonly used format.

Their low file size is what makes them the best format to use on websites for fast loading times.

Web at 72dpi
Print at 300dpi

Pros

- Low file size
- Widely supported

Cons

- Does not handle text well (can pixelate when scaled).
- Has a white background, so can't be used on top of images/photographs, mainly to be used on white paper.

PNG

RGB

PNG files are made to be used on websites.

They are in RGB format which is the colours you see on your screen (these are different to what you would see printed out on paper).

Web at 72dpi

Pros

- Transparent background which means they can be put over the top of images/videos

Cons

- Can't be used for printing as they are RGB format
- Larger file size than JPGs

EPS

CMYK

EPS files can contain vectors (a digital image created using paths, text and shapes without pixels so they can be scaled to any size without hindering quality). Often used in the creation of logos or large-scale artwork.

Pros

- Logo creation
- Editable
- Scalable to any size without pixelation
- Compatible for Vectors
- Ideal for printing

Cons

- Requires software to edit

PDF

CMYK & RGB

PDF's are great for sharing and viewing information in a professional manner.

It can include links and be opened on multiple programs.

Pros

- Easily shared
- Downloadable from links
- Editable (with software)

Cons

- Not editable (without software)

WHAT LOGOS DO I USE WHEN PRINTING?

Here are some examples of when and where
you can use these different logo formats.

JPG

Keep in mind JPG's have a white
background, so they should only be
used if you have a white background.

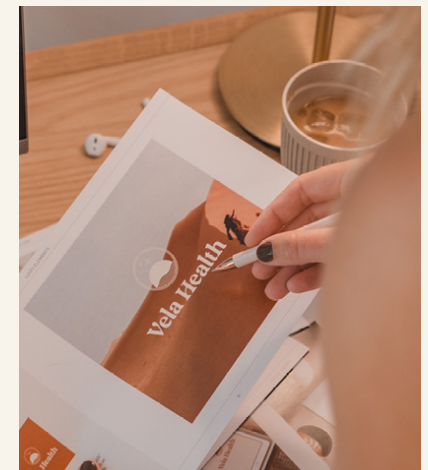
You could use either a JPG file
or an EPS file to print the below:

- Brochures / Flyers
- Letterheads
- Business Cards
- Swing tags
- Stickers
- Thank-you cards

EPS

When printing on any large scale or high
end printed items, It' is recommended
to use an EPS file
for eg:

- Shop fronts
- Pull up banners
- Billboards
- Packaging design
- Books



WHAT LOGOS DO I USE ONLINE / WEBSITE?

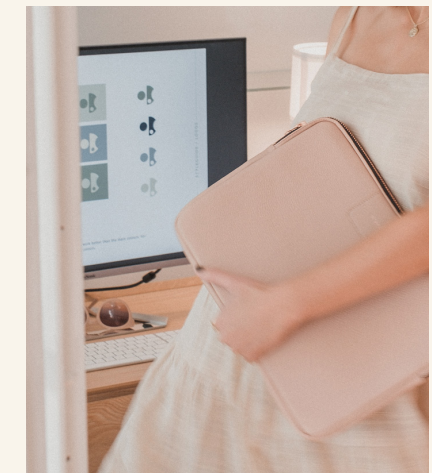
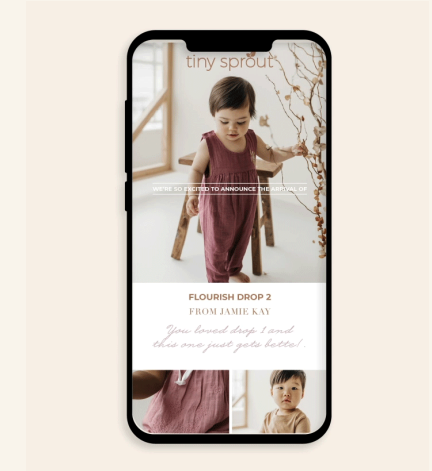
Here are some examples of when and where
you can use these different logo formats.

JPG

- Instagram & Facebook
- Email marketing
- Website (photographs)

PNG

- Over the top of videos
- Over the top of any photographs
- Web graphics
 - Charts
 - Illustrations



THANK YOU.

*Feel free to email us any questions you may have.
I look forward to hearing from you soon!*