

File Types Explained!

USE THIS GUIDE TO HELP UNDERSTAND THE DIFFERENT LOGO FILE TYPES WE'VE PROVIDED AND WHEN TO USE THEM.

File Use At a Glance:

Files to use for print (inkjet/laser/offset/screenprinting): AI, EPS, PNG

Files to use for web/digital: PNG, SVG

COLOR MODES: RGB VS. CMYK

Both RGB and CMYK are modes for mixing color in graphic design. **As a quick reference, the RGB color mode is best for digital work displayed on a screen, while CMYK is used for print products.** In RGB color space, a light source within a device creates any color you need by mixing red, green and blue and varying their intensity. CMYK (Cyan, Magenta, Yellow, Black) is the color space for printed materials. A printing machine creates images by combining CMYK colors to varying degrees with physical ink.

RASTER VS. VECTOR GRAPHICS

Raster graphics are made up of many tiny squares called pixels and are often referred to as “bitmap” images. When zoomed in closely, the individual pixels can be observed. The resolution of a raster file is referred to as PPI (pixels per inch) and is the main determining factor for increasing file size. Common raster files are JPEG, PNG, TIFF, and GIF. **Vector graphics** are composed of proportional formulas, rather than having a defined proportion or a set number of pixels. This makes vector files very “flexible,” and it is helpful to know if you need to create a graphic that requires any kind of resizing. Common vector files are EPS, AI, SVG, and PDF.

PNG (PRINT or WEB/DIGITAL)

Short for “Portable Network Graphics” and often pronounced “ping.” One of the factors that make a PNG stand out most is that they support transparency. This allows you to have a transparent background on a logo file, instead of the file having a white background. PNG file compression is lossless, so there is no loss in quality, giving them the ability to handle detailed, high contrast information. PNGs are great for use on the web and suitable for print in most instances.

SVG (WEB/DIGITAL)

An SVG is a vector-based file and is used to display a variety of graphics, primarily on the web. Due to its nature as a vector, SVGs are great for their flexibility and versatility that goes beyond the abilities of other web safe files. An SVG speaks more code languages than other files, like PNG, GIF, or JPEG, and allows them to operate smoothly with web-based technology. SVG uses shapes, numbers, and coordinates to create graphics in a browser, making it independent of resolution constraints and infinitely scalable—unlike files created in a pixel grid that are confined.

EPS (PRINT)

An “Encapsulated PostScript” file or EPS is a vector-based file that is designed to create high-resolution graphics for use in print. Many kinds of design software create EPS files because they are a universal file type, which gives them a great advantage. Creators are not limited to a single program to create, unlike with AI files, and can share and edit across multiple design programs.

AI (PRINT)

An AI file, short for “Adobe Illustrator Artwork” is a vector-based graphic file. AI files are composed of paths connected by points to create graphics. AI files are commonly used to create logos and printed assets. A great advantage to AI files is that they are flexible vector-based files, allowing them to be resized without losing quality. Additionally, AI files can be saved or exported in many different formats. One downside to AI files is that they can be tricky to open or edit if you don't have Adobe Illustrator—making them less versatile for sharing and editing across users.