LOGO FILE FORMATS

VECTOR-BASED IMAGES

A vector image is the master file of your logo created out of outlined type and shapes. It can be resized larger or smaller as needed without compromising quality.

ai
Format for Adobe Illustrator, the standard industry vector drawing program for graphic designers to create logo designs.

eps
Format used in design software such as Adobe Illustrator, InDesign and Corel Draw or to supply to commercial printers for high quality printing.

cdr
Format for CorelDRAW, another industry vector program.

pdf
A versitile format that can be viewed using Adobe Reader, helpful if you are not able to view many of the logo file formats without the appropriate graphics software applications. Pdfs can also be used by graphic designers instead of other vector files.

PIXEL-BASED IMAGES

Pixel or raster based images are resolution dependent and can not be enlarged without losing image quality. They should be created as needed from your vector logo. When sizing a 300 dpi raster file, make it a bit larger. This enables users to reduce the logo as needed.

jpg
Format best suited for photos - 72 dpi for the internet; 300 dpi for print. Jpgs are not well suited for logos. A logo in Jpg format will always have a white background.

gif
Format used on the internet for solid color or black and white graphic files (logos). They can have a transparent background and can be placed over other objects and colors. They are 72 dpi.

png
Format preferred for use on the internet for solid colored or black and white graphic files (logos) with a transparent background. Png files are great for use in Power Point and Microsoft Word programs. They can be 300 dpi (for printing) or 72 dpi (for internet).

bmp
Format is best used for black and white icons and small images. Color images tend to be large.

tif
Format that works well in all Adobe programs and in Microsoft Word and PowerPoint.

psd
Format for Adobe Photoshop. It can have a transparent background and is used by professional graphic and web designers.

COLOR TYPES

1c, 2c, 4c (cmyk or full color) - for print file formats (ai, eps, cdr, tiff, jpg)

rgb - for internet formats (png, gif, jpg)

bw (black & white) or gray scale - for all formats

ko (knock-out) or reverse - for all formats except jpg or tif