

HOW TO USE YOUR NEW LOGO FILES

RASTER / BITMAP FILES

.jpeg

.png

These files are the common file types you will probably be familiar with like JPEG. These files are perfect for adding to your website, social media, etc. The two most common files are JPEG and PNG, which are explained below...



Example uses (Mainly Web) : Website, Social Media, E-mail Footer, Online Profile Picture

*png files: you may also find png files WITH a background, but there will always be a version included without a background

VECTOR FILES

.ai

.eps

.pdf

The issue with bitmap/raster files is that they are based on the number of pixels they contain, this means when they are scaled up, they lose quality. A vector file is based on a mathematical equation and can therefore scale to any size without losing quality. From a business card to a billboard, the design will remain perfectly crisp. These files are primarily for the use of printing companies.



Example uses (Mainly Print) : Business Cards, Flyers, Clothing, Signs, Brochures

Further Questions?

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