

Logos and File Types

The following is an overview of common logo variations and file types. Keep this pdf on hand for reference when requesting graphics, commissioning artwork, or creating your own designs.

Logos

A completed logo design entails the following color formats: **full color**, **grayscale**, **all black**, and **all white**. Depending on your needs, this list may not be exhaustive, but it addresses multiple printing methods and both dark and light backgrounds. Check out the following example logo:



awesome
brand!

full color



awesome
brand!

grayscale



awesome
brand!

all black



awesome
brand!

all white

If the logo has a vertical (“stacked”) or horizontal configuration, the alternate should also be available. This allows it to adapt to different space constraints.



awesome
brand!



It’s also important to test the logo at different sizes to ensure it scales up and down while maintaining visual interest and readability. This may require multiple versions of the logo. To the left is an example of a logo intended to be viewed at 1” or smaller.

File Types

In addition to multiple color profiles, layouts, and sizes, a logo should be available in a range of file types. The following is a list of the four most common image files for graphics. This is by no means an exhaustive list of all file types or their qualities, but it covers a wide range of use cases.

jpeg

- » **good for** print media
- » **color profile** cmyk or rgb
- » **scalability** limited
- » **transparency** none
- » **super powers** image compression

png

- » **good for** digital media
- » **color profile** rgb
- » **scalability** limited
- » **transparency** yes
- » **super powers** no loss of image data

svg

- » **good for** digital media
- » **color profile** hex, rgb, rgba
- » **scalability** unlimited
- » **transparency** yes
- » **super powers** can be manipulated with code

eps

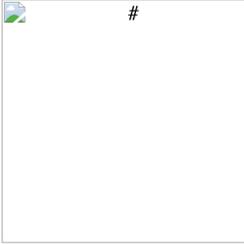
- » **good for** print media
- » **color profile** cmyk or rgb
- » **scalability** unlimited
- » **transparency** yes
- » **super powers** can be manipulated with design software

So... Why does this matter to you?

The following are some common instances in which the right file type really matters:

When you're on the web

Below is a screenshot of all four file types placed in an html file. Note that digital media is encoded in rgb, hex, or rgba. A file with a cmyk color profile may therefore not appear as intended.

			
awesome brand!	awesome brand!		awesome brand!
jpeg has a cmyk color profile	png looks good!	eps cannot be rendered by a browser	svg looks good!

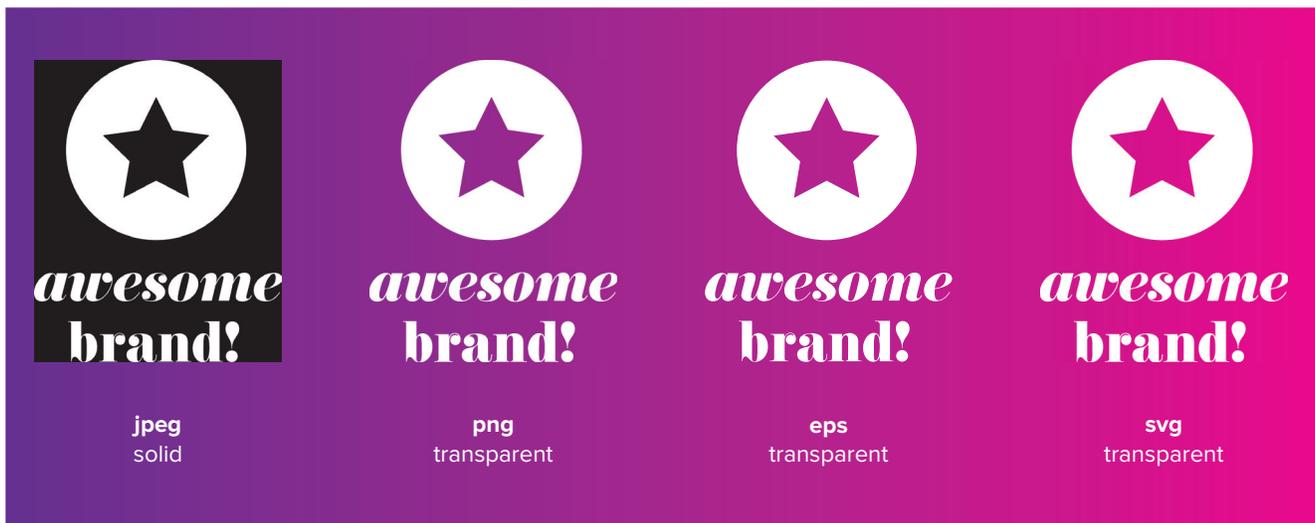
When size matters

The recommended resolution is 300 dpi for print media and 72 dpi for digital. These numbers matter when you're working with jpeg and png images, which are rendered in pixels. However, eps and svg files are rendered in scalable vectors, which means they look great at any size.

			
awesome brand!	awesome brand!	awesome brand!	awesome brand!
eps This image will render perfectly at any size.	300 dpi This image looks great, but the high resolution is overkill for the web, and the large file size will slow load times.	72 dpi The image will look great on the web, but it won't render well if professionally printed.	< 72 dpi This 72 dpi image has been scaled up, lowering its effective dpi. It has become pixelated.

When you have a pretty background

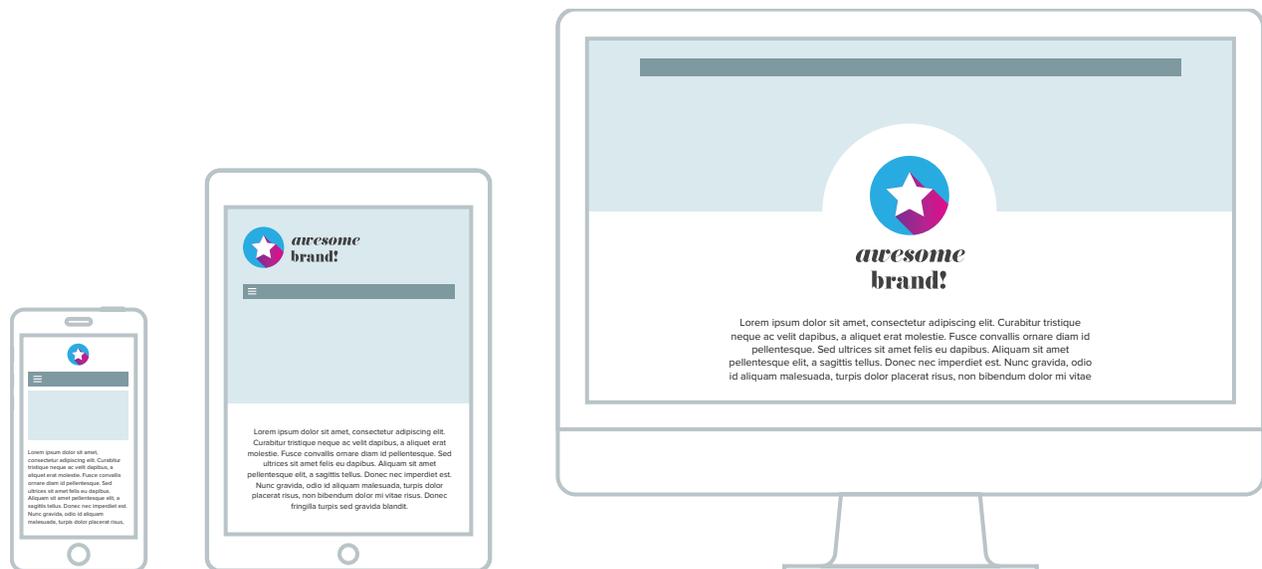
While any file type can have a solid background, jpegs are not capable of transparency:



When you have a website

The responsive web demands content and media with enormous flexibility.

Here is an example of how the same logo might appear on mobile, tablet, and desktop devices.



It's important to have a range of logo formats on hand, and to understand how to use different file types. This information will empower you to better utilize logos and graphics.