



LOGO FORMAT GUIDE

Included Formats

A Summary

.EPS

Encapsulated Post Script - This is a high-quality, scalable file for printing. EPS files are essential for any large print materials, such as banners or signs, because they maintain the best resolution regardless of size.

.JPG

JPEG/Joint Photographic Experts Group - JPEGs are common for online use and simple projects. While they're not transparent (*they always have a background*), they're easy to share and great for websites, social media, and presentations.

.PNG

Portable Network Graphics - PNGs are perfect for online use when you need a transparent background (*no white or colored box around the logo*). They work well on websites, social media, and presentations where you want the logo to blend seamlessly.

.PDF

Portable Document Format - PDFs are highly versatile, allowing for both print and digital use. You can open them on most devices, making them ideal for sharing logo files while keeping quality intact.

.SVG

Scalable Vector Graphic - SVGs are scalable, high-quality files for both print and digital use. They're particularly useful for websites, apps, and any other online platform because they load quickly and stay sharp at any size.



Support

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