Logo File Types

Different file types are used in different places. Some are better for printing and others for using on websites. We provide your logo in a variety of file types and color options.

Here are the typical files types and uses.

Original File

.AI - Known as an Adobe Illustrator file, AI files are a type of vector file. This means that you can scale the logo larger or smaller as much as you like without losing quality. These files are usually needed by designers and some vendors.

Print Files

.PDF - Another vector file type. This is a very versatile file type because most vendors you'll work with and software programs can use this file. It an be scaled up or down without losing quality.

.EPS - Another vector file type. EPS files are used for large scale print projects. Many professional print vendors require this file type.

Digital Files

.JPG - Known at "Jay-Peg," these files are also bitmap files so they shouldn't be scaled up either. They will be created at a larger size so that they can be scaled down to the required size. JPGs can be saved at small file sizes, so they're ideal for use on websites, Powerpoint presentations, etc.

.PNG - Pronounced "Ping" files, PNGs are also great for use online. They can be saved at small sizes for fast loading on websites, and they have an advantage over JPGs in that they support transparent backgrounds. While your JPG logo will probably be on a solid white or color background, in a PNG file the logo can have a transparent background, making it ideal for placing on top of a pattern or photograph.

Color Options

Color works differently in print than on screen, so you'll need different files for each. You'll also need black and white versions of the logo so that every eventuality is covered.

PANTONE - The Pantone system is used for precise color matching – you can give a Pantone reference to any printer, anywhere, and they'll print the exact same color.

CMYK - The print files will be delivered in CMYK color mode, which is suitable for commercial full color and everyday printing.

RGB - The digital files will be delivered in RGB color mode.

Note: If you try placing a CMYK file into a Microsoft Office program and the image doesn't display correctly, try the RGB version.

Bullhorn