

Logo File Usage Guide

Logo File Formats for Digital Use

These are some of the commonly used file formats for when your logo will be used digitally or on the web.

JPG

This type of file is good to use for social media, email and on the web. A JPG file is a raster image, i.e. it is suitable for small size use only and it loses quality if used at large sizes. A JPG file does not support transparency so will appear within a white box when used. This makes a JPG only suitable for use over a white background or where you want the image to appear within a white box.

PNG

This type of file is good to use for social media, email and on the web. A PNG file is a raster image, i.e. it is suitable for small size use only and it loses quality if used at large sizes. A PNG file supports transparency (i.e. has a transparent background) so you can place this type of file over a coloured background or photo.

Logo File Formats for Print Use

These are some of the commonly used file formats for when your logo will be used for print. Note that the files supplied for digital use are fine to use for home printing or with word processing applications; the following files are more relevant when professional printing is required.

PDF

The PDF files supplied are press-quality, i.e. they are of suitable quality for professional printing. A PDF logo is not recommended for using with word processing software; instead use a JPG or PNG file. These PDF files do not have a transparent background.

EPS

An EPS file is suitable for professional printing and can be supplied to a designer for use in a project. An EPS file is a vector image, i.e. it can be scaled to very large sizes without any loss of quality. An EPS file has a transparent background so can be used over coloured backgrounds of images.