

SUPPLYING A LOGO: FILE FORMATS

EPS / AI

Versatile vector format of a logo.

In other words, the logo can be resized as big or small as needed without compromising the quality of it.

What's it suitable for?

Anything that will be printed of high quality, like:

- Business cards
- Brochures
- Advertisements

JPG / GIF / PNG

Lightweight version of a logo

Smaller file size, they load faster on the web and still look 'sharp' to the eye when viewed on a computer monitor. They need to be quite large so that we can downsize them as needed.

What's it suitable for?

Anything 'web-related', like:

- Websites
- Online Ads and Banners
- Email marketing and signatures

Please note: Sometimes saved jpegs might already be in a bad condition, because they might have been saved from documents and programmes that can't resize properly (e.g. Microsoft Office programmes)

TIFF

Higher quality than jpg / gif / png

A TIFF is of higher quality than JPG, GIF or PNG, but not vector formatted like an EPS.

In certain cases, tiffs can also be used for higher quality prints, granted they were created at 300 dpi and don't need to be resized larger than delivered.

What's it suitable for?

- Microsoft Office programs
- Standard printing for common use (ie. invoices, letterheads, etc.)

When supplying logos, try to always supply eps/ai files. It will make everybody's life easier.

