Logo File Types Quick Guide

Logos come in many different file formats - and for good reason! After you create a logo and receive a variety of files, you may be wondering; Why are there so many different file types? And what do I do with all of these? Or what's a vector file?

It may seem complicated to have all of these files, but when it comes to logos, it's important to match the right file type to each specific use.

We've created this easy resource for you to save and use as a quick guide to understand each file type and when to use them.

🌐 File types for digital purposes

🖨 File types for print purposes

PRO TIP: PDF or PNG files are the best file type choices to use or send if you are unsure what file type you need!

VECTOR FILES

📄 AI 🖨
ADOBE ILLUSTRATOR FILE

✓ Vector or Working File
✓ Infinitely Scalable
✓ Editable (by designer)
✓ Design/Source file (where logo was made)

Best for sending to print shops, designers, or anyone asking you for an editable, vector, or working file or design file.

📄 EPS 🖨
ENCAPSULATED POST SCRIPT

✓ Vector or Working File
✓ Infinitely Scalable
✓ Editable (by designer)
✓ Popular for Printing, but also digital uses.

Best for sending to print shops, designers, or anyone asking you for an editable, vector, or working file or design file.

📄 SVG 🌐 🖨
SCALABLE VECTOR GRAPHIC

✓ Vector or Working File
✓ Infinitely scalable
✓ Editable (by designer)
✓ More popular for digital uses and websites.

Best for sharing with designers or web developers. SVGs keep logos sharp at any scale (small/large) without pixelation.

📄 PDF 🌐 🖨
PORTABLE DOCUMENT FORMAT

✓ Vector File or Working File
✓ Infinitely scalable
✓ Editable (by designer)
✓ Easy to share/view by anyone
✓ For print & digital uses

Best for: universal file type for both printing and sharing online. PDFs can be raster or vector, but more likely are vector/editable/working.

Note You may not be able to preview vector file formats (AI, EPS, SVG) or personally use these files — but it's still important to keep them on hand for any needs specific to these vector/working file types.

RASTER FILES

📄 JPG 🌐 🖨
JOINT PHOTOGRAPHIC EXPERTS GROUP

✓ Raster or Image Format
✓ Small file size - loads quickly
✗ Transparency not supported
✗ Not Directly Editable
✗ Scaling is Limited

Best for web-based designs (emails/websites/social).

JPGs are a compressed file that can be viewed by all and loads quickly, but does not support transparency (white background will appear behind logo).

📄 PNG 🖨 🌐
PORTABLE GRAPHICS NETWORK

✓ Raster or Image Format
✓ Small file size - loads quickly
✓ Supports Transparency
✗ Not Directly Editable
✗ Scaling is Limited

Best for web-based designs (emails/websites/social).

PNGs can be viewed by all and loads quickly. PNGs do support transparent backgrounds, but file sizes are typically larger.

COLOR SPACES

CMYK = Print
CMYK files are for any project that will be printed such as business cards or brochures. Not best for screen use

RGB = Digital
RGB files are used for the digital purposes such as web graphics or digital displays. Not best for printing.

HEX #s (hexadecimal codes) are frequently used for web needs — these look like #F53D2B. There is no difference between RGB and HEX different ways to say the same thing.

Pantone/Spot (OFF-SET PRINT) You may or may not have/use Pantone Colors - their color accuracy is superior to CMYK, but can become costly using more than three colors.