

logo file types

AND HOW TO USE THEM

Now that you have received your digital files you may be wondering... What do I do with these? Here's a guide to exactly what each of these file formats are, what to use them for, and how to open them.

ai: adobe illustrator

Ai

AI (or EPS) files are the original, editable, working file. They're used for printing and editing purposes and are commonly referred to as "working files" or "master files." This one is generally best left to the professionals.

BENEFITS ?

- Scalable; pixelation or blurriness is impossible (can be as large as a billboard and as small as a business card)
- Vector file format
- Editable on design software like Adobe Illustrator
- Supports transparent backgrounds

WHERE DO I USE IT ?

- Designers or print vendors may request this file type

HOW DO I OPEN IT ?

Generally, you need Illustrator or Photoshop software to open these files, although there are some free software resources out there.

jpg: joint photographic experts group

jpg

JPG files are one of the most commonly known file type. They're typically used for photographs and is not recommended for print. These files are made up of pixels, so the quality is based on the resolution.

BENEFITS ?

- Can display millions of colors
- Easy-to-read and access file format

WHERE DO I USE IT ?

- Websites and blogs
- Presentations
- Social media profile and cover photos
- Images (e.g. to add a watermark)

HOW DO I OPEN IT ?

You can open JPG files on computers, mobile devices, and tablets, because it's an accessible, easy-to-read file format. Most browsers also let you view a JPG without downloading the file.

pdf: portable document format

pdf

They're commonly used for document purposes, but can also be used to share images, including logos. When saved with the correct settings, they can also often be editable. Honestly, you won't need this version very often.

BENEFITS ?

- Most often a Vector file format, but it depends on the program it was created in.
- Easy-to-read and access file format
- Formatting stays the same on every device
- Support transparent backgrounds

WHERE DO I USE IT ?

- Print materials
- Clothing and swag

HOW DO I OPEN IT ?

Because it's an easy-to-read file format, you can download and open PDFs on computers, mobile devices, and tablets. Most browsers allow you to preview the PDF file without opening it in an additional program after download. To edit a PDF logo file, you'll need Adobe Illustrator or Photoshop.

png: portable network graphic

png

PNG files can be used for almost any digital purpose, making it one of the most versatile file types. It has all the same qualities as JPG but the big difference is PNG's can be transparent, so you can place it on a photo or background.

BENEFITS ?

- Can display millions of colors
- Easy-to-read and access file format
- Supports transparent backgrounds

WHERE DO I USE IT ?

- Websites and blogs
- Presentations
- Social media profile and cover photos
- Images (e.g. to add a watermark)

HOW DO I OPEN IT ?

You can open PNG files on computers, mobile devices, and tablets, because it's an accessible, easy-to-read file format. Most browsers also let you view a PNG without downloading the file.