The PlayBook

MEMBERSHIP
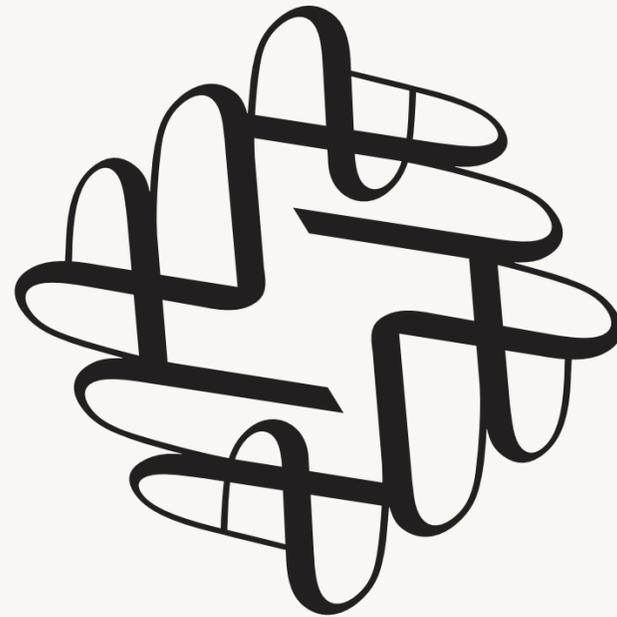
SVG

SCALABLE VECTOR GRAPHIC

SVG File.

What it is:
It can scale to ANY size without losing quality.
You can make it the size of a favicon or a billboard, and it stays perfectly crisp.

When to use it:
- Website header
- Favicon
- App icon
- Online platforms

Why designers love it:
✔ Super sharp at any size
✔ Small file size for web
✔ Editable in design programs

If your client has a website, they need the SVG logo.

PNG

PORTABLE NETWORK GRAPHIC

PNG File.

What it is:
A high-quality file with a transparent background.

When to use it:
- Instagram profile
- Facebook page
- Canva designs
- Placing logo on photos
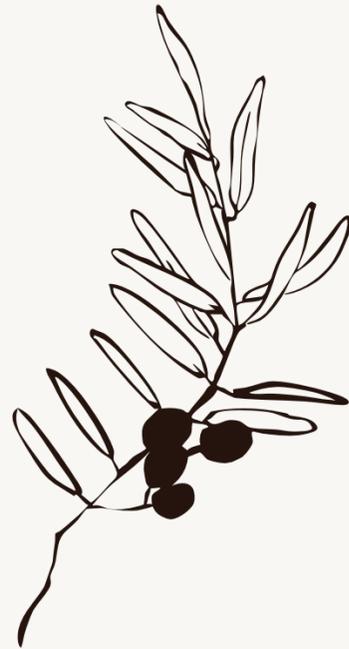- Story highlights
- Social posts

Why it's useful:
✔ Transparent background
✔ Easy to use
✔ Great for digital content

Not ideal for large print jobs.

Think of PNG as your "go-to digital logo file."

JPG
OR JPEG

JPG File.

What it is:
A compressed image file.

When to use it:
- Emailing logo quickly
- Uploading to platforms that don't allow PNG
- Quick sharing
- Simple previews

Why it's common:
✓ Small file size
✓ Loads quickly
✓ Perfect for photos

No transparent background
Loses quality if saved too many times
Not ideal for print

JPG is fine for sharing. Not for serious design use.

EPS

ENCAPSULATED POSTSCRIPT

EPS File.

What it is:
A professional vector file mainly used for printing.

When to use it:
- T-shirts
- Packaging
- Signage
- Billboards
- Business cards
- Embroidery

Why it matters:
✔ Scales infinitely (like SVG)
✔ High quality for print
✔ Industry standard for printers

Not for social media
Not for clients to open to view

If something is being printed, especially large, EPS is important.

PDF

PORTABLE DOCUMENT FORMAT

PDF File.

What it is:
A "locked" file that keeps layout and formatting intact.

When to use it:
- Sending logo to printer
- Printing stationery
- Brand guidelines
- Official documents (Strategy decks / brand guideline decks)

Why it's powerful:
✔ Easy to open on any device
✔ Keeps formatting consistent
✔ Can be print-ready

The safe, send-to-anyone file.

Quick Overview

OF EACH FORMAT

• SVG (for websites)

• PNG (for social media)

• JPG (for quick sharing)

• EPS (for print)

• PDF (for easy printing & documents)

Vector Files (Scalable)
- SVG
- EPS

Used for websites + print
Never lose quality

Raster Files (Pixel-Based)
- PNG
- JPG

Used mostly for digital
Can lose quality if resized

Turn the Paige

AND FOLLOW THE PLAYBOOK