


HOW TO GUIDE

Using your Logo Files

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FUTURE PROOF



HOW TO LOGO FILES

From little things, big things grow.

Your idea? It's grown into a fully fledged business. Now, as part of the handover of your branding package, we're providing you access to each and every possible logo file type and format [categorised into folders based on how the files will be used], so that you can use these, to expand your company presence across various platforms.

→ LOGO DESIGN FILES [ILLUSTRATOR]

For when you need to provide another designer with your original logo files.
(Another designer, really?)

→ RGB [FOR WEB USE]

To use your logo or a brand element for digital purposes
i.e. upload it to a website, social media etc.

→ CMYK [FOR PRINT USE]

To use your brand elements for print purposes
i.e. documents, flyers, business cards etc.

Use these files, or contact us to create magic!

Your logo, submark and logo stamp (where applicable) have all been saved into separate folders for both web and print use. Each of these have been provided in full colour, full black, and reverse (i.e. white - which means you can put the logo across any background).

In the folders for each of these logo variations, you will notice the logos have been saved in either .jpg, .png or .pdf formats. These file formats? They all serve a different purpose.

What's the difference between RGB and CMYK?

RGB refers to the primary colours of light (Red, Green and Blue) that are used in monitors, television screens, digital cameras and scanners. CMYK refers to the primary colours of pigment: Cyan, Magenta, Yellow, and Black.

Simply put, you need to use CMYK coloured files for anything printed and RGB coloured files for anything digital.

Your File Type Cheat Sheet

→ .JPG - JOINT PHOTOGRAPHIC EXPERTS GROUP

Typically used for high quality photography and low resolution online use. Will lose quality if scaled over its pixel width and does not support transparency (seeing an image behind it), Not recommended for print use, unless it is high resolution (300 dpi).

→ .PNG - PORTABLE NETWORK GRAPHICS

Designed for graphics/images on the Internet and NOT for print, supports transparency (to see graphics behind it), Used best for text, graphics and online use to create a crisper look for websites/etc.

→ .PDF - PORTABLE DOCUMENT FORMAT

Used as a way to share documents without losing the design or quality. A digital version of a hard copy, generally used for emailing and sharing. Even elements and illustrations (i.e. logos) can be pulled from certain PDF files. Most printers prefer this file because it can also be scaled without losing resolution. So, if a printer asks for your logo file for high quality print material, you can either provide them with the original design files or the PDF format of your logo.

→ .AI - ADOBE ILLUSTRATOR FILE

You will only be able to open these files if you have the Adobe Creative Suite programs. Illustrator was developed for representing a single page vector-based drawings (vector means the logo can be scaled to any size) in either the EPS or PDF formats. It is a layered file used only for illustrations and graphic design.

→ .PSD - ADOBE PHOTOSHOP FILE

Used for editing photos, graphics and web design. Stores an image with support for most imaging options including layers with masks, transparency, text, actions, filters. Cannot be scaled over its pixel width and is purely for editing, NOT for printing or vector images. PSD files can only be opened if you have the Photoshop program installed on your computer.

→ .INDD - ADOBE INDESIGN FILE

Used for typesetting or layout projects; for example, documents with copy, such as brochures, books or even business cards. Our favourite place to hang out; most print projects are created in Indesign. You will only be able to open the file if you have the Adobe Creative Suite.

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