

AMADOO | CREATIVE BRAND AGENCY

LOGO FILE FORMAT GUIDE



LOGO FILE FORMATS

.SVG

Scalable Vector Graphic - The editable source file and a true vector format that allows infinite re-sizing without quality loss. This format functions virtually the same as an **Adobe Illustrator file (.AI)** does, the only difference being that the .AI format is a proprietary trademark of Adobe which can only be utilized by Adobe software. The .SVG format can be used universally with any vector graphics software, including Illustrator, Inkscape and CorelDraw.

.EPS

Encapsulated Post Script - Another editable source file which can be opened with any vector graphics software, as well as raster graphics applications like Photoshop and GIMP. This file is not a true vector format though, so using the .SVG file for editing is recommended. The .EPS format is best utilized in video editing when adding your logo to a video.

.PDF

Portable Document Format - Another editable source file which functions similarly to the .SVG. Much like the .SVG format, this file can be opened and edited with any vector graphics application, including Illustrator, Inkscape and CorelDraw.

.PNG

Portable Network Graphics - A lossless raster format that supports alpha channels, allowing your logo to have a transparent background. This file is best when utilized on anything with a digital display, like websites, social media and mobile applications. The transparent background means your logo will sit nicely on top of whichever backdrop you lay it on.

.JPG

JPEG/Joint Photographic Experts Group - This file is similar to .PNG in that it is a raster format, however it does not support alpha channels, so your logo will not have a transparent background. The advantage a .JPG file offers is that it tends to be more compressed than its .PNG counterpart, meaning a smaller file size that takes up less space.

