

Logo Files Cheat Sheet



WEB/DIGITAL



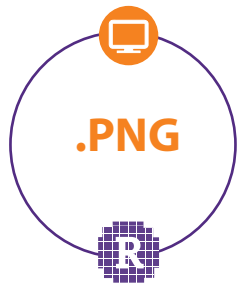
PRINT



RASTER (Pixel-Based)



VECTOR (Formula Based)



Transparent Background

A .png file can have a transparent background so it will not have a white box background. Primarily used for digital purposes.



White background.

A compressed image format commonly used for photographs and web graphics. It creates smaller file sizes but may lose some image quality each time it is saved.



Best for printing

A universal file format that preserves fonts, images, and layout across different devices and software. Often used for sharing print-ready artwork and proofs.



Vector Files

A vector file format that can be scaled to any size without losing quality. Ideal for logos, icons, and graphics used on websites and digital applications.

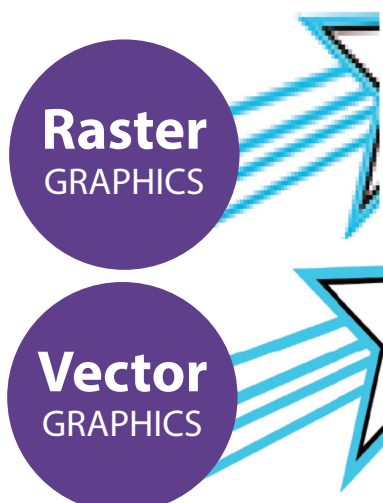


Original Vector Files

A professional vector format often preferred by printers and sign companies. EPS files can be scaled to any size while maintaining sharp, high-quality artwork.



The above are all high resolution files. As you can see they should all print good at that size. Below is an enlarged section of the file.



Raster Graphics

Will become blurry or pixelated when enlarged beyond their original size. Raster images are made up of a fixed number of pixels, and each pixel contains a single color. When the image is scaled larger than its original dimensions, those pixels become visible, reducing image quality.

Vector Graphics

Can be scaled up or down without any loss of quality. Vector graphics are created using mathematical paths, shapes, lines, and curves rather than pixels. Because the artwork is defined by formulas instead of a fixed resolution, it remains sharp, crisp, and clean at any size.