

LOGO FILES AND THEIR USES

.JPG

JOINT PHOTOGRAPHIC EXPERTS GROUP

A JPG file is the primary file for photographs and is mainly used in publications such as Microsoft Word etc. and on your website or in an email signature. JPG files can be used in printed documents however if they are stretched or resized past their original size, they will become pixelated and lose their quality.

A JPEG is also known as a raster image, like PSD files, they are good when printing photos however, when it comes to your logo it may not print well from a JPEG. For example: a logo designed with sharp edges and lines may not print well because the logo designs may appear jagged or pixelated. JPEGs also don't work well for images with text as it again takes away the quality and can be hard to read.

Below is a sample of a JPG logo image



.PSD

PHOTOSHOP DOCUMENT

PSDs are files that are created and saved in Adobe Photoshop. Photoshop files contain "layers" that make adjusting the design or editing an image much easier to handle. Photoshop also creates raster file types as mentioned above. It is NOT recommended to have a logo created in Photoshop as it will mean your logo is NOT vector based. Vector based means you can resize a logo to as big as you want without it pixelating.

For example: if you try to create a large banner or signage with a Photoshop made logo when resizing it, it will lose quality also when using Photoshop for these type of things it can become very unmanageable.

.PDF

PORTABLE DOCUMENT FORMAT

If a PDF logo file is created with Adobe Illustrator or similar, it will be a vector-based file and is able to be scaled to any size without losing quality. Be sure to check with your designer to see if this is how it was created. All logo PDF files from Emepic are created from an Adobe Illustrator file.

.EPS + .AI

ENCAPSULATED POSTSCRIPT FILE
ADOBE ILLUSTRATOR DOCUMENT

An EPS and AI are vector file formats that can be scaled to any size without losing quality. Most design software programs can create an EPS file, these vector-based artwork files can be opened in any design editing program, not just the more common Adobe products where-as an AI file can only be opened in Adobe Illustrator. Sometimes .EPS files are made from Adobe Photoshop which will mean they are not a vector file, be sure to ask your designer about this. Adobe Illustrator is likely the program in which your logo was originally created.

Below is a sample of an EPS and AI logo file



.PNG

PORTABLE NETWORK GRAPHICS

PNGs are mainly used on web pages, and are not suitable for print as they will pixelate if scaled past their original size. The background is transparent, allowing you to place your logo to sit over any background without having that white space around it. Below a sample of a PNG file placed on an image.



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