



## LOGO FILE FORMATS (AND HOW TO USE THEM)

When it comes to logos, M Design Group will provide you with several file formats so that you always have the correct file type to use for your specific purpose. Here is a summary of what we provide and why:

### BEST FOR DIGITAL USE

These file types can be opened by most computers, mobile devices, and tablets.

#### **PNG (logo.png)**

##### **Defining Characteristics:**

- Transparent background (useful if you need to place your logo on a colored background or on top of another image)
- Not recommended for print

##### **Use PNG files to put your logo on:**

- Websites and blogs
- Social media
- Online shops or platforms like Etsy
- Letterheads on Word or Google docs
- Digital presentations

#### **JPEG (logo.jpg)**

##### **Defining Characteristics:**

- Solid/white background
- Smaller file size than PNG
- Not recommended for print

##### **Use JPEG files to put your logo on:**

- Websites, social, online shops, letterheads, or presentations where a smaller file size is required and a white, non-transparent background is acceptable.

### BEST FOR PRINT

Also known as vector files. EPS and AI types may require special software programs to open.

#### **PDF, EPS, and AI (logo.pdf, logo.eps, logo.ai)**

##### **Defining Characteristics:**

- Also known as vector files
- Can be scaled and resized without loss of image quality
- Can be edited in design software such as Adobe Illustrator
- Support transparent backgrounds

##### **Use these files to put your logo on:**

- Print materials (business cards, posters, brochures, etc.)
- Stickers and labels
- Clothing and swag
- Or if you need to send your logo to a designer to make changes