

## VECTOR FILES

---

*Vector graphics are digital art that is rendered by a computer using a mathematical formula. Vector graphics are infinitely scalable without pixelation.*



**AI**

**ADOBE ILLUSTRATOR**

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops or graphic designers will request this file when prepping a project for print.



**EPS**

**ENCAPSULATED POST SCRIPT**

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software may still request these files so they're good to have on hand.



**PDF**

**PORTABLE DOCUMENT FORMAT**

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

The PDFs I include in Logo Packages are fully editable in Adobe Illustrator, bypassing the need to also include AI files, unless requested.



**SVG**

**SCALABLE VECTOR GRAPHIC**

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

## IMAGE FILES (RASTER)

---

*Raster images are made up of tiny pixels, making them resolution-dependent and best used for creating photos and web graphics.*



**JPEG**

**JOINT PHOTOGRAPHIC EXPERTS GROUP**

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.



**PNG**

**PORTABLE GRAPHICS NETWORK**

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

## COLOR SPACES

---



**RGB**

**DIGITAL (RED, GREEN, BLUE)**

As the color space for digital displays, these files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colors. Use CMYK or Pantone files for printing purposes.



**CMYK**

**PRINT (CYAN, MAGENTA, YELLOW, KEY/BLACK)**

Cyan, Magenta, Yellow, and Black are the colors used in 4-color printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.



**PANTONE/SPOT**

**OFFSET PRINT**

PMS (Pantone Matching System) is a standardize system for color. Unlike CMYK, a Pantone or spot color is a single color created from a precise mixture of inks. Their color accuracy is superior to CMYK, but can become costly using more than three colors.