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Logo Format Guide

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File Formats

The following formats have been included with your logo files:

.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 lay nicely on top of which backdrop you lay it on.

.JPG

JPEG/Joint Photographic Experts Group - This file is similar to **PNG** in that 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.

.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 the **.SVG**. Much like the **.SVG** format, this file can be opened and edited with any vector graphics application, including Illustrator, Inkscape and Corel Draw.