LOGO FILE TYPE - CHEAT SHEET

NDesigns

.AI

ILLUSTRATOR

Vector file type that can be scaled.

USE

Logo, illustrations, graphics. This file can be edited.

.PDF

PORTABLE DOCUMENT FORMAT

Final document files for sharing. Can include forms.

USE

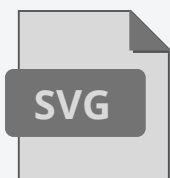Any document for print and onine.
Printers request this file

.EPS

ENCAPSULATED POSTSCRIPT

Vector file type can be scaled (.AI is now taking over this file type)

USE

Using within print documents

.SVG

SCALABLE VECTOR GRAPHICS

Vector format for use online, it can include animation and interactivity. Scalable.

USE

Online graphics and animations

.PNG

PORTABLE NETWORK GRAPHICS

Raster image with no quality loss in compression

USE

Online logo or graphics with a transparent background.

.JPG

JOINT PHOTOGRAPHIC EXPERTS GROUP

Raster image, loses quality when saved.

USE

Online images.
For use in web design.