

Logo
File Types
Guide

esley studio

Use this FREE visual reference guide so you can feel confident that you're receiving the correct logo files and that you're always using the right file type at the right time.



RESOLUTION	vector	vector	vector	raster	raster	vector
BACKGROUND	transparent	transparent	transparent	white	transparent	transparent
SCALABLE	yes	yes	yes	no	no	yes
EDITABLE	yes	yes	maybe	no	no	yes
OUTPUT	print	print	print	digital	digital	digital

Questions to ask before purchasing a logo design

Whether you are purchasing a pre-made logo or hiring a professional graphic designer, make sure you ask these four questions, and get these four answers, before you say yes to purchasing!



What file types will I receive?

ANSWER: EPS and/or AI, SVG, PDF, JPG, and PNG.



What program will my logo be created in?

ANSWER: Adobe Illustrator / Affinity Designer / Adobe Indesign.

Most importantly just make sure your logo is being created as a vector file and that you receive those files.



Will the PDF and SVG file be supplied as vector files?

ANSWER: Yes.



Will I be supplied with a transparent PNG file?

ANSWER: Yes.



Want more?

Ditch the stress and scoop up the secrets to creating and maintaining a consistent visual brand identity in the FREE Brand Consistency Creator guide.

GRAB THE FREE GUIDE!