

File type guide

There are 4 different file types within this logo pack:

- .png
- .eps
- .svg
- .pdf

To the right we have broken down what those file types are and where & when they should be used depending on the application.

 File types for digital purposes

 File types for print purposes

VECTOR FILES

.eps



encapsulated post script

Like a PDF, an EPS can be edited with any vector graphics program. Some print shops with older software will still request these files so they're good to have on hand.

.svg



scalable vector graphic

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

.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.

IMAGE FILES

.png



portable network graphic

A popular image format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG.

rgb



red, green, blue

RGB is the colour space for digital displays like web graphics or photos. For printing, please use CMYK files as RGB files can look blurry or have incorrect colours in print.

cmyk



cyan, magenta, yellow, key

CMYK is the four-colour space used for print - ideal for things like business cards, brochures, and banners. Not suitable for screens.