

## BASIC FILE FORMAT BUNDLE

When you download your logo files from your client page or receive your logo CD it will contain several different file logo versions, in both **Vector & Pixel** file formats, all featuring your new logo artwork. You will receive enough properly prepped versions and formats of your new logo to make it available for any reproduction contingency including print, web and electronic reproduction. What follows is a brief description of the **Basic File Format Bundle** you can expect to receive, and how each can be utilized in the application of your new logo design. With our **Basic File Format Bundle**, you'll receive both print-ready and electronic versions of your new logo:

## PIXEL BASED FILE FORMATS

- **Bitmap or raster file formats.** These are limited resolution files that are narrow in their applications and are generally created from Vector based formats. These are used on web sites and in cases where special F/X (glows, drop shadows) may need to be added. The editing of Pixel based formats is severely limited and most Pixel based images can only be reduced in size (enlarging a Pixel based image causes it to appear 'fuzzy' due to the visibility of the actual Pixels that make up the image). Pixel based images can be manipulated in software such as Adobe Photoshop. **Uses:** Web sites, four color reproduction, special FX and usage in many office word-processing software packages.
- **File names:** Pixel based formats have the file extensions '.gif, .jpg'.
- **YourLogo.jpg** - industry standard for the distribution of high-quality images, while still remaining small enough in file size for bandwidth and download speed concerns. This is the source file for Pixel based images. Can be either CMYK or RGB (more CMYK friendly .TIF is suggested if working with Pixel based images for offset printing). Can be multiple resolutions from 300 (print production and/or special FX) to 72 dpi (web site and other electronic reproduction). Generally larger file size than .GIFs but true color accuracy when colors are outside the 216 web-safe range. Cannot have transparent backgrounds on web sites, but can be converted to .PNG for import into Flash.
- **JPG files shipped** - 300 dpi RGB version
- **YourLogo.gif** - In order to reduce file sizes on the web, image files require file 'optimization' to reduce the number of colors to a web-safe 216 (though your designer may use a 256 color palette). These files are then resaved as .GIFs and are almost exclusively for web site usage. If your logo is particularly complex, or contains colors that cannot be duplicated using the available 216 color palette, you may have to utilize a .JPG version. A .GIF image can feature transparent backgrounds for use on different color web pages (but may have a rough or 'jagged' edge). Can feature some color shifting due to differences in various color palettes from .EPS and .JPGs. Can also feature some 'Pixelating' of certain colors as they are forced into a 216 color palette. As .gif files are non-scalable, we'll also supply you with a variety of sizes, so that you can import your new logo directly into any web site without resizing.
- If logo colors and/or treatment cannot be rendered accurately using the limited color palette of the .GIF format, your designer will supply a .JPG alternative in pixel widths listed.
- **JPG files shipped** - Pixel widths - 200, 300, 400



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## VECTOR BASED FILE FORMATS

- **Professional print and editing formats.** These are unlimited resolution files that can be used in a wide range of applications. These are also your logo 'source files' - the format from which any designer can create other types of formats when using a Vector based version of your logo is not appropriate. Vector based images can be edited, but may require professional Vector drawing software (ie: Adobe Illustrator, Corel Draw).
- **Uses:** Print, spot color reproduction, color changes, editing, scaling (enlargement) and format conversion.
- **File names:** Vector based formats have the file extension '.eps'.
- **YourLogo.eps** - (Encapsulated Postscript) files are the required Vector based source files of ANY logo design file. This is an editable and scalable version of your new logo from which anyone can create all other formats and image types. We consider this to be a professional file - one that requires a little knowledge and/or software to access.

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