



Branding Guide for Your Logo Files

The following files have been included with your logo files. Here's a list of each individual format I've included for each variation of your logo, along with a brief explanation of each file's practical use.

.SVG - True vector editable format, similar to an "Illustrator" file. The benefit with SVG is that it can be opened with any vector graphics software.

.EPS - Another editable format. This would be the ideal format to use if you intend to include your logo in any video editing projects. It's also ideal for uploading to sites like Spreadshirt and TeeSpring if you intend to have t shirts printed.

.PDF - Another editable format, just for good measure. It will open with vector graphic software like Illustrator and Inkscape

.PNG - This is the best format to upload to the web, mobile apps, basically anything with a digital display. It has a transparent background, so it'll lay nicely on top of any background you put it on.

.JPG - Similar to PNG, only it doesn't support transparent backgrounds, so it will have a defined fill color. The benefit with JPEG images is that they usually look more clear and crisp than PNG when uploaded to social media sites like Facebook and Twitter.

If you have any questions or run into any problem, please contact me at Nick@LogosByNick.com