

Your logos, explained.



EPS file

This is usually the best file to send to a designer or printer. It is a vector format which allows you to scale it up or down without losing quality. This is the type of file to use on a billboard!

You may not be able to open this file on your computer - but anyone with Adobe Illustrator / Corel Draw will be able to.



PNG file

You will be using this file type most often. It has a transparent background - so you could use it over a photograph, or a block of colour.

We supply PNGs in two different formats:

CMYK at 300dpi

This is a colour format that is ideal for printing. If you were to view a CMYK file on a phone or tablet you may find the colours aren't correct - that they are too vibrant.

RGB at 72dpi

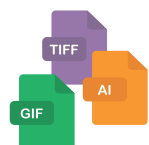
This is a low resolution file that is ideal for screens and digital use. If you don't need a transparent background however, use a jpg instead.



JPG file

A smaller file size, ideal for screens and digital use. Use this file type on Powerpoint presentations, and social media. It will be a lower resolution, so will load quickly on the web. Don't use for print.

JPG files have white backgrounds, so you will need to use a PNG if you want place the logo over a photograph.



Other formats

There are plenty of other formats - but we tend to stick with the above three to avoid complexity, email frances@adozeneggs.co.uk if you need any other formats.