COMMON GRAPHICS FILE FORMATS AND HOW THEY ARE MOST IDEALLY USED:

PSD

Adobe Photoshop document file. This file can only be opened with the software program Adobe Photoshop, a common program used by graphic designers.

TIF OR TIFF

Ideal when supplying a non-vector logo for printing processes using a commercial printer. Caution that resolution DOES matter and commercial printing typically requires and image resolution of 300 dpi or higher.

BMP

Color bitmap RGB and black and white images can be save in this file format. Ideal for on-screen use and with some software applications and desktop inkjet printers. This file format is not suitable for commercial printing.

JPG OR JPEG

Bitmap black and white or color logo files can be provided in this format in high, medium and low resolutions. This file format can be saved as CMYK or RGB. High res versions of this file type can be used for commercial printing, but it is not recommended and results may vary.

PNG

Portable Network Graphics is a bitmapped image format that employs lossless data compression. These files contain transparency (not background color) and are ideal specifically for onscreen use.

EMF

EMF is the file extension for Enhanced MetaFile and is a spool file format used in printing by the Windows operating system. EMF files can actually be vector files, but are not comprehensive in their encoding. This is not typically a safe format for a true vector image as it really is truncated for spooling purposes.

EPS OR PS

Encapsulated postscript file. Ideal for when a logo is needed for a commercial printer. Also for use when supplying a high-resolution logo to a third party. This format is ideal, because it is infinitely scalable and can be used in most software programs by other suppliers to generate any other file type, as they need them.*

GIF

Graphical Interchange Format is a bitmap file type. GIFs are best used for small animations and low-resolution film clips or any screen resolution type need.

PDF

Portable document format. This format was created to be a common means of supplying files of any type so that anyone can view them without the need of a specific application. PDF's really should not be used as a means of supplying final logo files unless the vector information has been saved in the encoding.

WMF

Windows Metafile. This format is useful for some computer software applications and sometimes works when other formats don't seem to print or view well on screen. This file format is very similar to the EMF format above.

DOC

Your logo placed inside of a Microsoft Word document. Typically this is a document holding a embedding of a bitmap image and should be considered good only for use in Microsoft Office Suite applications. These files are not vector images, and should not be supplied as a final logo file.

* It is important to note, that it is possible to save a bitmap image as an EPS or PS file. Doing so does NOT vectorize the image; it merely saves your bitmapped data in a postscript encoding. The only way to obtain a vector image is to have it created that way. Once you have a vector image, you can create bitmap images –but NEVER the other way around.