

Guide to Logo File Types

PRINT FILES

EPS (.eps)

Use Case: Vector logo for high-resolution print and production workflows.

Compatibility: Adobe Illustrator, InDesign, CorelDRAW, most prepress systems.

Best For: Offset or digital printing, large-format signage.

TIF (.tif)

Use Case: High-resolution raster logo or imagery for print.

Compatibility: Adobe Photoshop, InDesign, most desktop publishing software.

Best For: Printed documents featuring photographs or complex raster-based design elements. Not suitable for scaling beyond original size.

WMF (.wmf)

Use Case: Vector-compatible logo for Windows-based office use.

Compatibility: Microsoft Word, PowerPoint, Excel (Windows OS only).

Best For: Quick integration into Word documents, reports, or slide decks when using Windows environments.

DIGITAL FILES

PNG (.png)

Use Case: Raster logo with transparency for screen use.

Compatibility: All modern web browsers, Microsoft Office, Google Workspace, Canva, Adobe Creative Suite.

Best For: Websites, social media, PowerPoint presentations, and other non-print digital collateral.

SVG (.svg)

Use Case: Web-optimized vector format for high-resolution digital use.

Compatibility: All modern web browsers, Adobe Illustrator, Figma, Sketch, CMS platforms (e.g., WordPress), development environments.

Best For: Websites and other responsive environments requiring crisp, scalable graphics.

Usage Notes

Raster formats (.tif, .png) are resolution-dependent avoid enlarging beyond their original dimensions.