

LOGO FILES

A guide to preparing
logo files for clients.

By Ian Paget



You've designed a logo and your clients agreed to the design. Excellent! Now we save and send the vector file and we're done? Not quite...

If you want to do a professional job, there's a little more work you need to do.

The logo design will be used in different situations. Be it large or small, black or white, print or the web. Whatever the situation, as a professional designer you will want to do all you can to ensure it looks good in every scenario.

You will need to send a number of different files, each intended for a different purpose, so it's important to know what files you're sending and why.

There are two main categories of logo design files: Vector and Raster.

Vector Files

A vector file can be scaled to any size without any loss of quality. This is because it's built up from mathematically precise points.

Vector files are what your client will require to get anything professionally printed, or if they need design work carried out by another designer, such as brochures, leaflets, exhibition stands, vehicle printing, pens etc.

If you could give only one file type, it would be a vector file, as it can be converted to any other file type, providing they have the right software.

Vector file types have a file extension of .ai, .pdf, .eps or .svg

Ai: Adobe Illustrator

The AI file is the original, editable, working file.

PDF: Portable Document Format

PDF format is becoming widely favoured by most designers as it can be universally viewed on any computer with Adobe Acrobat (or another PDF viewer). It's also possible to preserve illustrator-editing capabilities when saving in this format, meaning it can be opened and modified in the same way an AI file can.

EPS: Encapsulated PostScript

EPS format is a vector file that can be opened by the widest range of software, including older versions of Illustrator, as well as products outside of Adobe, such as Corel Draw. For this reason your client may be requested for this format by print or manufacturing companies.

SVG: Scalable Vector Graphics

SVG is a vector image format that can be used online. With higher resolution screens becoming more and more common, since it's a vector format, an SVG file will ensure the logo you designed remains sharp no matter the device it's viewed on.

Colour variants

When providing vector logo files, it's important to provide various colour formats, which I have detailed on the following page...

Full Colour (CMYK)

This is the file your client will need for standard 4 colour printing.

Pantone Colour

Pantone is a universally understood colour coding system that's used by designers and print companies.

The problem with CMYK is that from print run to print run, there will be slight colour differences. This is because 4 separate inks are being used to build up the colour.

With Pantone, however, a single ink is used during the print process, meaning the colours will match exactly, no matter where you get your designs printed.

Single Colour (Black)

It's important to also provide a single colour version of the logo. This is so the logo you've designed can be easily produced on merchandise, when embossing, lazer cut, signage, or within single colour documents.

White

A white version of the logo is a single colour version that can be used on coloured backgrounds, or on dark images where good contrast is needed.

With white logos, sadly it's not simply a case of changing the colour and saving the file. There's a little more that needs to be done.

When black on a white object is reversed we experience what's known as irradiation phenomenon, whereby the white version on black looks slightly larger. To counteract this illusion, it's important to slightly reduce the overall weight of the logo.

There might also designs you work on that simply don't look right when inverted, so it's important to create a slight variant of the design to ensure it still works.

As shown below, the Premier League logo is a great example that illustrates the need for a modified white variant.



Raster Files

Raster files are made up of pixels. This means that as you increase the size of your image, it will become blocky, or appear to be blurry. (This is why a logo design should be created in vector format).

Raster files are intended for computer use, so are provided in RGB colour mode. RGB stands for Red, Green and Blue, which are the colours used to make up all the colours you see on your screen. Black is the absence of light.

Raster file types have a file extension of .Jpeg or .PNG.

JPG/JPEG: Joint Photographic Experts Group

Jpeg's are most commonly seen online. This is because jpeg offers very good compression without overly degrading the image, meaning the file size is small and will load quickly.

PNG: Portable Network Graphics

Unlike Jpeg files, PNG format allow for transparency, so can be placed over coloured background or images.

Logo Lockups

Like it or not, your logo will be used in a lot of different locations. Each location will have a different size and shape, which will cause visibility and recognition issues if the logo doesn't fit well.

To prevent your design looking bad, if the design allows it, I highly recommend providing your logo design in different lockups. A lockup is simply a different layout configuration.

For example, if your logo is made up of both typography and symbol, you might have 2 layout variants such as; a long/thin version with the symbol to the left of the text, and another with the symbol above.

If your logo includes an icon, it can also be used on its own.

Small Size Variants

If the new logo is going to be used at small sizes, it's important to consider looking at designing variants of the design for this purpose if the design requires it.

This has recently become a popular topic due to responsive web design, where smaller devices are becoming commonplace, however, the same principles can apply to print too.

Logo Package Express Extension

One of the most time consuming tasks that every logo designer will need to perform is the preparation of logo files.

If like me you provide multiple lockups in a wide range of formats for web and print this task could take a few hours to complete. But now there's a faster way to do it...

How does 2 minutes sound?

[Logo Package Express](#) is an incredible Adobe Illustrator extension that speeds up the process of creating and exporting multiple logo file formats.

Rather than having to modify and export the files one at a time, Logo Package Express will do it all for you. It will also conveniently sort the files into folders, each carefully labelled so it's easy for the clients to find exactly what they need.

You can buy Logo Package Express [here](#), and if you use the discount code 'logogeek', you'll get 20% off.

Want to learn more?

This series of free eBooks has grown into a full, 322-page guide called ***Make a Living Designing Logos***.

Ever dreamed of turning your logo design skills into a full-time income? I've been there, and I'd love to help you get there too.

In this book, **I share the journey of how I went from hobbyist to full-time logo designer**. It's packed with personal stories, practical advice, and the exact strategies that helped me build a successful career doing what I love.

Across 322 pages, I walk you through everything... from mastering the logo design process, to finding clients, to building a strong reputation in the industry.

I've written it as if I'm talking to a friend, being as honest and transparent as possible... no gatekeeping, no fluff. Just real insights that I hope will help you reach your own creative goals.

Make a Living Designing Logos is available worldwide through Amazon as a print-on-demand book, [in full colour](#) or a more budget-friendly [black and white version](#). And if you prefer to listen, there's also an [audiobook version on Audible](#) and other popular platforms.



About The Author

Ian Paget is a graphic designer with over 20 years experience working across designs for web and print.



Logo Geek started as a fun side project, which sparked the beginning of a passion that has now become his main source of income. Through Logo Geek Ian designs brand identities for clients, hosts a popular podcast, and runs a thriving community for those who love logo design.

Connect with Ian here and be sure to listen to the podcast:



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