

Biz BUZZ



Your Logo: Essential Files You Need

We are often asked by new clients if we can use the logo from their website, if we can work from a Microsoft Word or PowerPoint file, or if we can scan in the logo from their brochure. Our answer usually depends on what the final use of the logo is going to be – and most of the time the answer is “no”.

Your company logo is the most important graphical investment you will make in your business, so it's crucial that you have access to it in several different file formats.

At the very least you need to have your company logo in a vector graphic file format. A vector graphic is a series of shapes that can be altered or resized without loss of clarity, sharpness, or resolution, and allows us to provide you with a clean, crisp final printed product. If your print project requires a really large version of your logo or something very small, using vector artwork will ensure a high-quality image every time. The most common vector graphic software is Adobe Illustrator and CorelDRAW. Unless you have one of these professional design programs you will not be able to open these files, however it is still very important you have a copy of the original artwork for future use.

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For every day use, you will also need your logo in several different bitmap file formats. A bitmap image, like a digital photo, is made up of tiny dots that form the whole image. Because you don't have the same flexibility to alter a bitmap image without a loss of quality, you should have your logo in several different sizes, in colour and B&W, in high-resolution and low-resolution. There are many types of bitmap files, but we recommend “.TIF” for its compatibility with popular word processing programs like Microsoft Word and WordPerfect, and “.JPG” for use on your website and in email.

If you only receive your logo in a bitmap image, you are limited in the ways that you can use your logo and how you can print with it. If at some point in the future you want to use another designer or have your logo printed on a t-shirt, a banner, or do virtually any type of professional/commercial printing you will need to have your logo recreated as a vector graphic. This can be a time-consuming and expensive process, involving digital tracing, font matching, and in some cases, when the logo is recreated small changes can occur.

If you already have a logo or in the process of creating one, have your designer provide you with a CD with your logo in all of these file formats. While often overlooked, this is a necessary step for the future growth and flexibility of your business.



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