



deep dive

what you need to know about your logo



the problem

Introduction

Your logo is a crucial part of your brand. It represents who you are and encourages brand recognition amongst your audience. Whether you need a logo or are looking for a rebrand, you must make sure you have the assets to keep your brand consistent across different platforms.

Does your logo satisfy what you require to market your business properly?
Do you have a variety of orientations to fit different spaces?
Do you have appropriately colored versions for diverse applications?
Do you know which files to use to create the best version of your logo?

We'll guide you through those considerations to help you address your marketing needs.



Logos come in all shapes and sizes. When developing your logo, highlight what makes your brand stand out to communicate who you are and what you do. Logo elements include brandmark/icon, wordmark and tagline. Developing a logo with those elements allows you to be flexible in your design.

what makes up a logo?

logo elements



brandmarks/icons

Brandmarks or icons are used on promotional items, social profiles and applications with limited space.

wordmarks

Wordmarks are typographic representations of your logo. They're not used often but are effective when space is limited.

taglines

Taglines communicate what you offer when you can't provide supporting information, like on a partner website. Use your logo without the tagline when the space is available to create a clean, branded look. Opt for a tagline as a headline or visual accent on the page to explain what you do.



Different situations call for different orientations. Horizontal logos typically fit best on websites and wide spaces. Vertical logos fit best on pop-up banners and narrow spaces. In some instances, because of space or size the brandmark or the wordmark would be more appropriate.

what logo variations should you have?

logo variations

horizontal logo



horizontal logo w/tagline



vertical logo



vertical logo w/tagline



brandmark/icon



wordmark





It's important to use your colored logo as much as possible. If that's not an option, having alternative color options allows you to maintain consistent branding. Use an inverse logo for dark backgrounds or a black version for single-color prints. Depending on your brand colors, you may require several alternate versions. Create a brand guide to establish proper variations of your logo. It will determine how you use branded assets internally and externally with suppliers and vendors.

what color variations should you have?

color variations

full-color



inverse



black



white





File type depends on where you're using your logo. Vector formats, such as AI, EPS, SVG and PDF can be scaled without losing graphic quality. Image formats like PNG and JPEG are better for photographs, web graphics and Microsoft applications such as PPT. They're rasterized images and can't be scaled without pixelation.

what logo file type should I use?

vector formats



encapsulated post script

EPS is a vector file format used for professional and high-quality image printing.

Used for print and digital.



scalable vector graphic

SVG is a web-friendly vector file.

Used for digital.



adobe illustrator

AI is a proprietary vector-based file format by Adobe Systems. It's the standard source file for logos. Some print shops request AI files to prep a project for print.

Used for print and digital.



portable document format

PDFs are editable vector-based files that are extremely versatile. It's ideal for printing and sharing online documents.

Used for print and digital.

image formats



portable graphics network

PNGs are suitable for web graphics, PPTs and digital displays. They support transparent backgrounds and are larger files.

Used for digital.



joint photographic experts group

JPEG is a popular image format commonly used for photographs and web graphics. It allows for smaller file sizes than a PNG but doesn't support transparent backgrounds.

Used for digital.

*These are the main file types we use for our clients.



Developing a variety of files ensures you have the correct logo for different applications. Creating a file naming structure supports efficient identification and use. Review the shorthand from the following naming structure sample.

which file is which?

naming structure

d2i-hor_w_tag-fc-rgb.png

company

d2i = design2influence

logo variation

hor = horizontal
vert = vertical
hor_w_tag = horizontal with tagline
vert_w_tag = vertical with tagline
icon = icon/brandmark
wordmark = wordmark

color

fc = full-color
i = inverse
k = black
w = white

color space

p = process color (cmyk-cyan, magenta, yellow, black for print)
rgb = rgb color (rgb-red, green, blue used for web application)
s = spot color (pantone-pms color for offset printing)

file type

eps* = Used for print, cmyk color profile, vector art that can be scaled to any size.
svg* = Used for digital, rgb color profile, vector art that can be scaled to any size.
png = Used for digital, rgb color profile, rasterized art that can only be scaled down.

*These are the preferred file types to be used for best quality.



logo guide

vector formats

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encapsulated post script

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Used for print and digital.

 **ai**
adobe illustrator

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 **svg***
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 **pdf**
portable document format

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image formats

 **png***
portable graphics network

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 **jpeg**
joint photographic experts group

JPEG is a popular image format commonly used for photographs and web graphics. It allows for smaller file sizes than a PNG but doesn't support transparent backgrounds.

Used for digital.

color spaces

 **rgb**
digital (red, green, blue)

This type of file is for digital elements such as web graphics and photographs.

 **cmyk**
print (cyan, magenta, yellow, black)

CMYK files are needed for printed items like business cards and brochures.

 **pantone/spot**
offset print

Pantone is a standardized color system. Unlike CMYK, a Pantone or spot color is a single color created from a mixture of inks. The color accuracy is superior to CMYK but can get expensive if you require more than three colors.

*These are the main file types we use for our clients.



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Thank You

we're a branding, advertising and design agency that focuses on the influence branding and creative have over the decision-making process.

An agency of

