

Low Resolution file types.

COLOUR gifs (.GIF)

These are colour files suitable for use in emails, web or inserted into documents. Also a good format to email when a low resolution file is needed.

JPEGS (.JPG)

Typically logos are best saved as gifs – but a jpeg copy is also handy to have.

BW Gifs (.GIF)

These are black and white gif files suitable for use on fax covers, emails, web or insert into other documents

What can I do with Low resolution file types.

You should be able to insert the logos into other software like accounting packages (invoicing), publisher (flyers, brochures), paintshop, paint, and many other image programs. Low resolution files are not easily editable, however you can convert to greyscale using the image editing toolbar in Word.

High Resolution file types.

Illustrator

BW Illustrator files (.AI)

Fully editable high resolution format in black and white. These can be exported as pdfs and eps files.

COLOUR Illustrator files either CMYK or Pantone.

Fully editable high resolution format in colour. These can be exported as pdfs and eps files.

I use Illustrator Version 9.

PDF's (.PDF)

PDF files are good to email when a high res logo file is needed as these are fairly small file sizes. Suitable for uploading to online printers or sending via email to professional printers for high resolution needs such as business cards, letterheads etc.

PNG files (.PNG)

These are editable in a program called Fireworks, but can also be uploaded to the web. Generally, PNG files are created at 300dpi PNG in both colour and black and white. These can be enlarged to 600dpi by opening in Fireworks software.

Tiffs (.TIF)– another high res file format. These are generally not editable.

.EPS – another file format that may be used by a printer. They are versatile files to open in various programs but are not editable.

Photoshop files (.PSD)– Some designers only work in photoshop. I use Photoshop 5.5. Photoshop files save each part of the image in layers. Depending on fonts, you may not be able to edit fonts or text in these files. In some instances, I can export your logo to a photoshop format, but the original may have been created in Fireworks or Illustrator so some elements may not be editable.

SIZING OF FILES

Depending on the logo package you have purchased, you will receive different file sizes. Generally large, medium and small sizes. If you need to resize any images, make sure you resize using an image editing program and keep the ratio consistent (eg if you reduce width by 50%, reduce height accordingly) to keep the logo in proportion. If you need help, please contact me.

Other definitions that may be useful:

RGB – Red, Green, Blue is the colour format used for the internet. Colour codes are shown as a series of three numbers eg. 255-255-255. Also, hexadecimal colours are used for HTML coding of website colours and the values are shown as a series of six numbers #000000.

CMYK – Cyan, Magenta, Yellow, Black – colour format used in four colour printing. Colours are shown as a percentage – eg black would be C-100%, M-100%, Y-100%, K-100%

Pantone - industry standard color management system for printer color reproduction. If you require exact pantone colour matching, your printer will need to edit the Illustrator files and choose the closest match based on your needs.

Transparent – When the GIF image has specified color made invisible so that the web page background will show through wherever that color appears in the image. These can look a little tacky, so I encourage you to make sure your graphics have either white or the exact background shade you want to use in the file.

If you require the logo saved in a different format or resized to a particular size or resolution, please let me know. Additional charges (but generous as always) may apply. Ally Lamont webgraphics@optusnet.com.au