COBANNER.

cobanner.com · hello@cobanner.com

Logo File Formats: Which Files You Need

Ask your designer for every format below, so your logo works on screen and in print.

Format	Type	Use it for
SVG	Vector	Websites, apps, any size without losing sharpness
AI or EPS	Vector, editable	Source file for designers and printers
PDF	Vector or mixed	Print-ready files, sending to printers
PNG (transparent)	Raster	Websites, presentations, social media, placing over images
JPG	Raster	Photos and simple uses on a plain background; no transparency
ICO or small PNG	Raster	Favicon and tiny icons

Versions to receive

- [ ] Full color on light background
- [ ] Full color on dark background
- [ ] One color (black)
- [ ] One color (white)
- [ ] Icon or symbol only
- [ ] Horizontal and stacked layouts

Check before you pay

- [ ] Vector files included
- [ ] Transparent PNG included
- [ ] Print-ready PDF included
- [ ] Color codes provided (HEX, RGB, CMYK)
- [ ] Fonts named or supplied
- [ ] You own the final files

Tip: keep the vector file safe. Everything else can be made from it, but not the other way round. See cobanner.com/buy/small-business-branding-packages/ or email hello@cobanner.com.