Supplying the right logo files

When it comes to printing marketing materials, promotional and branded products, it's vital to make sure that the artwork is in the right format and 'fit for purpose'.

This is a simple guide to help you make sure that we can work with your artwork files effectively, and to eliminate any potential mistakes.

LOGOS

Your logo is important to you, but your logo isn't always just a simple image. We need the logo file in the appropriate format, so that our studio and the printer can reproduce your artwork to the highest standard.

As a simple rule, we usually need you to supply your logo to us as a vector file. This type of logo is usually saved within a EPS / AI / SVG / PDF file format.

Vector files can be easily scaled up or down to the required size, without losing any details or accuracy. It also means that we can edit the colours within the design when required.

JPEG / TIFF / PNG files are possible to use as your logo as long as they are high resolution. These formats will always lose quality when increased in size. They also cannot be edited.

Adding logo files to applications like Microsoft Word, for example, may look good on your screen, but it's not possible for us to reproduce from this type of file. This is because the application compresses the file resolution into pixels. This is the same for images from the internet, which are also not suitable for print.

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ENLARGED JPEG (LEFT)
ENLARGED VECTOR (RIGHT)

FONTS AND OUTLINING

All computers do not share the same fonts so ideally, all logo files supplied to us should have any text within it 'outlined'.

This means that the text has been converted into a vector representation of the logo and any words, rather than editable text.

NON OUTLINED (LEFT)
OUTLINED (RIGHT)

DESIGN
PRINT
DIGITAL