TRADES BRAND KIT · ONE-PAGE GUIDE

# Logo files explained

Which file to send to the printer, the sign maker, the embroiderer and the web designer, so nobody asks you twice and nothing prints blurry.

### SVG

VECTOR

Sharp at any size. Websites, sign makers and most design apps. Opens in any browser.

### PDF

VECTOR

Holds vector artwork that printers trust. Send this when a printer asks for “artwork”.

### EPS

VECTOR

An older vector format some sign and print shops still ask for by name.

### PNG

PIXELS

Keeps a see-through background. Social profiles, Word documents, email signatures.

### JPG

PIXELS

Always has a solid background. Fine for photos, a poor choice for a logo.

## Who needs what

| Who | Send them | Why |
|---|---|---|
| **Printer** | **PDF (or EPS), CMYK** | Cards, leaflets and letterheads print from vector artwork in print colours (CMYK), so edges stay crisp. |
| **Sign maker and van fitter** | **SVG, EPS or PDF** | Vinyl is cut from vector outlines. A PNG or JPG cannot be cut and has to be redrawn first. |
| **Embroiderer** | **Vector file plus your colour codes** | They turn the logo into a stitch file for their machine. Ask for a stitch proof before a batch. |
| **Web designer** | **SVG, plus a PNG with a see-through background** | SVG stays sharp on every screen. The PNG covers places that don’t take SVG. |
| **Social media** | **PNG, square, icon only** | Profile pictures are cropped to a circle. See the social sizes cheat sheet for exact sizes. |
| **You, in Word or Google Docs** | **PNG with a see-through background** | Sits cleanly on white paper and on coloured boxes. Avoid JPG, which brings a white rectangle with it. |

## Which version of the logo



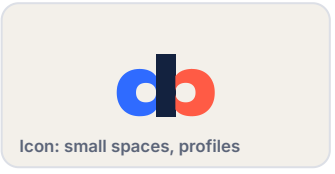

Full colour: light backgrounds




Reversed: dark backgrounds




One colour: stamps, engraving



Icon: small spaces, profiles

### Only have a JPG?

Ask whoever designed your logo for the vector files. If they are gone, the logo can be redrawn as vector.

### Keep one master folder

Put every version in one shared folder, named clearly, and send the link instead of attachments.

### Never stretch to fit

Resize from a corner handle, never a side one, and check the logo keeps its shape.


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