



WHAT SHOULD YOU GET FROM YOUR LOGO DESIGNER

More often than not when asking a client for their current logo, I am provided with a file format that is less than desirable for the project or situation.

Although this can be argued both ways, I've seen both instances where it was logo designers responsibility to provide the proper deliverables or the client was using an improper method of creating their logo.

Below is a list of deliverables you should be giving your clients and what clients should be getting from their logo designer.

WHAT SHOULD YOU GET: FILE FORMATS

Delivering a variety of file formats to your clients will not only leave them satisfied in the long term, but any designer who follows you will also be grateful.

Whether you are printing high quality, adding a logo to a website, or inserting your company logo into a Word document, there are various file formats that should be used over the other.

1. EPS

An EPS file, or Encapsulated PostScript file, is a versatile vector format of your logo. In other words, you can resize your logo as big or small as needed without compromising the quality of the logo.

EPS is compatible in a large number of programs and is great for use with printed elements due to its high quality.

What's it suitable for?

- Business cards
- Brochures
- Advertisements
- ...anything that will be printed of high quality

2. JPG and GIF

Although it cannot be scaled to a desired size like that of an EPS, JPGs and GIFs are great and preferred for internet use. Due to their smaller file size, they load faster on the web and still look 'sharp' to the eye when viewed on a computer monitor. I tend to create these files a little larger than most so my clients are able to downsize as needed.

What's it suitable for?

- Websites
- Online Ads and Banners
- Email marketing and signatures anything 'web-related'

3. TIFF

A TIFF, or Tagged Image File Format, is a widely supported file format that works in just about any program. A TIFF is of higher quality than JPG or GIF, but not vector-formatted like an EPS.

Typically when sending TIFFs to clients I try to create them at a larger size, so if needed they can resize down or stay with the larger size for more versatility.

In certain cases, these can also be used for higher quality prints, granted they were created at 300 dpi and don't need to be resized larger than delivered.

What's it suitable for?

- Microsoft Office programs
- Standard printing for common use (ie. invoices, letterheads, etc.)

4. Full Color

This should need no explanation, but provide your clients with a full colored, CMYK file for the printed file formats (EPS, TIFF) and RGB for the web formats (JPG, GIF). This way they don't experience strange color issues when printing and will save them money with their printers.

5. Black and Reversed Logos

A well designed logo should not only work in color but also in black and white (reversed-out) versions.

Make certain to convert your in-color logos to both black and reversed-out so your clients logo can work in ANY situation. Trust me they will love you for this one! For the most part I will create a color, black and white version in each of the first 4 file formats.

6. Favicon / iPhone / iPad icons

Many designers I've questioned do not do this, but I've always felt like it added a nice touch to my logo services — something that makes me different from the next guy.

A favicon, or "little logo" that appears in the corner of the address bar in a web browser, is a great way to compliment their logo on the web. It only takes a few minutes to create (in most instances) and your clients will be thrilled when they see their miniature logo on their webpage. Also, with the rise of mobile browsing have a iPhone and iPad optimized icon is a nice touch as well.