



JPG

This is the most commonly used image format. It is found almost exclusively on the internet because of its compact file size. JPG files don't store transparency information, so if (for example) your logo.jpg file has a white background, then this white background will appear when placed over different coloured backgrounds or other images. JPG files have fixed resolutions, so be careful when printing them too large as pixelation can occur.

When to use a JPG file

- For emailing
- For websites
- In small sized printed material



JPG files are not transparent



Don't increase the size of a JPG file too much

PNG

These are much like JPG files but offer a higher quality image. Their biggest benefit is that they can store transparency information within the image. This is useful for a logo as it means you can place the PNG over any background you like.

When to use a PNG file

- When you need to place your logo over a coloured background or another image



PNG files have transparent backgrounds

WMF

This is the format that most clipart is stored in. The biggest benefit of a WMF file is that it is scalable - that is to say you can use it at any size and it will always look pin sharp.

When to use a WMF file

- For large signs (shop fronts or van displays)
- Car stickers
- T-Shirts



WMF remain pin sharp at any size

Professional printing

Note: If you ever use your logo for professional printing you need to provide the printers with 300dpi CMYK TIF files. I can provide these on request. Colour accuracy cannot be guaranteed if other file formats are used.