blu
bambu
d e s i g n

Logo
User's
Guide

EPS file

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

Promo goodies, i.e. keychains

Black & White file

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?

Newspaper ads

Single-color print jobs

Black & White requirements

TIFF file

.tif

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 resized larger than delivered.

What's it suitable for?

Microsoft Office programs

Standard printing for common use (ie. invoices, letterheads, etc.)

Color file

.jpg

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'

PNG file

A PNG, or Portable Network Graphics, is a raster graphics file format that supports lossless data compression. PNG was created as an improved, replacement for Graphics Interchange Format (GIF), and is the most used lossless image compression format on the World Wide Web.

Typically when sending PNGs 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.

What's it suitable for?

World Wide Web

In print applications where a clear background is needed.

Thank you for using this guide!