


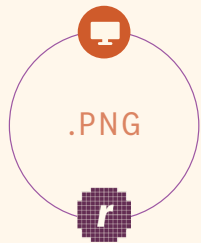


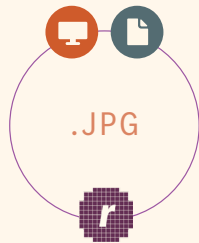
# About Your Logo Files

 = WEB / DIGITAL   
  = PRINT   
  = RASTER (PIXEL-BASED)   
  = VECTOR (FORMULA-BASED)

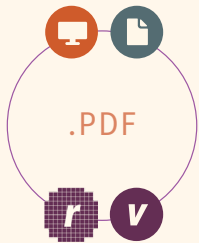
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- ~ Has a transparent background
- ~ I recommend defaulting to this file type the most if using for primarily digital purposes!



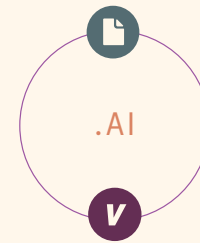
- ~ Always has a full color (white) background
- ~ Better for print than .png, especially for smaller formats (business cards, fliers, etc)



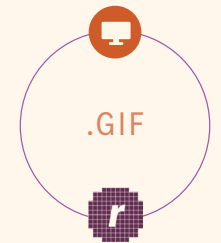
- ~ Best for printing, especially for larger format printing (posters, signage, banners, etc)



- ~ Open these in Canva and other design software like Adobe Illustrator to access the scalable vector graphic
- ~ Otherwise, used mainly in web design



- ~ Original working file made in Adobe Illustrator
- ~ NOTE: For simplicity, I only provide the brand board as a .ai



- ~ Displays a simple frame animation of the logo
- ~ NOTE: You may not have this file type. Not all social platforms accept it.



**Does not infinitely scale and will pixelate if scaled beyond image dimensions.**

This is because the image is formed with a finite number of pixels (determined by the dimensions) and each pixel holds 1 color.



**Can scale up and down infinitely.**

This is because the image is made up of shapes, lines, and curves (no pixels) that have an unseen mathematical formula associated with them, allowing the graphic to infinitely scale up or down.