

Web Tips – Logo Formats

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Assuming you already have a company logo or are in the process of having one created, ask your graphic designer to provide the following information to your web designer. If your web designer is creating your logo, they will already have what they need, but ask for a copy anyway, so you can use the logo in your printed materials.

Logo Colors

Because each color palette is created using a different medium, colors in one palette cannot always be created in another palette. Pantone and CMYK colors are used for printed materials, while RGB colors are web based.

Pantone – Specific mixtures of ink used for the printed page

CMYK – The printed page is created using Cyan, Magenta, Yellow and Black inks

RGB – Red, green and blue lights create colors on a computer monitor or television set

☞ **Ask your graphic designer to provide a list of Pantone colors used in the design of your logo and to suggest similar RGB colors!**

Logo Fonts

Even if the fonts have been turned into outlines, it is important for your web designer to know their names so that they may be incorporated into the new web site.

☞ **Ask your graphic designer for a list of fonts used in your logo!**

Vector vs Raster Graphics

Vector graphics are mathematically calculated by the computer and will stay looking crisp and clear each time they are resized. Raster graphics are created using a grid of squares. Each square has a specific color assigned. Raster graphics will look pixilated when enlarged and it is sometimes difficult to change the background color to match the new web site. Adobe Illustrator files (.ai) and .eps files are typically vector based files, while Adobe Photoshop files (.psd), .jpg and .gif files are raster based.

☞ **Ask for your logo file(s) in vector format!**

We appreciate having the opportunity to contribute to the success of your business!
