



# “5 Things To Know Before You Design Your Logo”

## 1. What is “resolution” and why is it so important?

Another way of thinking of resolution is “how clearly will my logo appear in different applications?” The higher the resolution, the better the clarity. Different file formats provide different levels of definition. A .gif file is for the internet and is not high resolution. A .bmp file can be used as a screen graphic and is also low resolution. A .tiff file is used for printing photos and is very high resolution. Another factor is file size. The higher the resolution, the more memory is needed. So really detailed and clear files will take up more space in your document and a longer time to transmit and print.

Resolution is defined by pixels. Pixels are tiny blocks of color that create the image on your screen. Another way of defining resolution is how many pixels are used in creating the logo. The more pixels, the greater the resolution, the better the picture.

It is important that your design firm provides you with enough formats that work in all situations. It would be a shame to use a low resolution file format of your brand new logo in a print ad, and it looks all distorted and rough in the final version!

## 2. What’s the difference between vector and raster formats?

A vector file is sometimes called a geometric file. Most images created with tools such as Adobe Illustrator are in the form of vector image files. Vector image files are easier to modify than raster image files. Raster images are files that are not made of “pieces” but just one complete image. That’s why you cannot manipulate a raster image the same way as a vector.

Here’s an example: Let’s say your new logo for your florist shop is a heart with an arrow through it. Sometimes you want to use just the heart and sometimes you want to use the whole logo. With a vector format, the logo can be broken into pieces and then used in just those pieces. Now let’s say that your logo for the same florist shop is a photo of a rose. The photo is a raster image and has to be used exactly as it is shown. If you wanted just the stem of the rose, you couldn’t break it out from the rest of the photo.

Standard formats provided by the Logo Workshop include both kinds of files so that you will have the right file for the right application.

## 3. What formats are best for web, print, embroidery, etc...?

With today’s technology, there are a myriad of file formats to choose from. Matching up the right file format with the right media is a challenge.

A good rule of thumb is to have vector formats used for screen print and embroidery and other low resolution types of media. High resolution formats like .tiffs and .pdfs are best used for print and publishing.

## 4. Logo Usage Guidelines...do I really need them?

Definitely. When preparing a new logo for your company, you are changing the image, feel and brand of your company. It’s of the utmost importance to make sure that your logo is used consistently over all of the public items that your company produces including packaging, advertising, forms, website, truck lettering, etc.

Having a simple Logo Usage Guideline is a great way to insure that the logo is used consistently by all of your staff and vendors. The document can be as extensive as a binder or as simple as a one page flyer. In all cases it should clearly describe what colors the logo is to be, how the logo should look on dark or light backgrounds, how it converts to a one color or black and white, how it can be displayed and what is NOT permitted. Just by distributing the information to third party users of your logo, you can control the presentation of your logo and ultimately your brand.

## 5. Should I trademark/copyright my logo?

Trademarking of your logo is recommended always. By including a simple “TM” on your logo, you are telling the world that this is your company’s symbol and you will defend it.

Copyrighting the logo is a legal issue that must be discussed with an attorney. The Logo Workshop works closely with several firms experienced in registering the legal claims to logos and we will be glad to refer you to them so that you can decide if it is right for your company.