

Your ID Guide

In addition to this guide, this ZIP file contains all the file types you'll need to maintain a consistent look across all of your communications, either online or in print.



PNG – Portable Network Graphic

PNG files can be used for almost any digital purpose. They're also useful if you need digital images with transparency, such as logos to put on coloured backgrounds or on top of other images. This file type is not recommended for print.

Use PNG files for:

Websites | Presentations | Letterheads on Word Processors | Social media profiles and cover photos | Online shops or platforms like Etsy | Images (e.g. to add a watermark).



SVG – Scalable Vector Graphic

SVG files are developed for the web using mathematical formulae rather than individually coloured pixels on the page. Vector files will always be crisp and maintain quality – for this reason, you should use them whenever they're accepted, especially when sending a logo to print.

Use SVG files for:

Print materials (business cards, posters, stickers & labels etc.) | Clothing and swag | Websites (NB: you must know how to code because most website builders won't accept SVGs) | If you need to send your logo to a designer to make changes.



PDF – Portable Document Format

PDF files are a file format developed by Adobe. They're commonly used for document purposes, but can also be used to share images, including logos.

Use PDF files for:

Print materials (business cards, posters, stickers & labels etc.) | Clothing and swag.

The following page shows representative samples of your new logo/ID for reference.