



CORE LOGO DESIGN DELIVERABLES

Detailed Checklist



1. Source Files (Editable)

These are the original working files used to create the logo.

- AI file – Adobe Illustrator editable source file
- EPS file – Editable vector format compatible with multiple design tools
- All elements remain fully editable (text, shapes, colors)
- Fonts are either outlined or included separately

2. Vector Files (Scalable)

Vector files allow the logo to be scaled to any size without losing quality.

- SVG file – Ideal for websites and digital interfaces
- EPS file – Print-friendly vector format
- Files exported in clean vector format without raster elements

3. Web & Raster Files

These files are used for websites, social media, and presentations.

- PNG (transparent background)
- JPG (white background)
- High-resolution versions (3000px+ width recommended)
- Optimized web-size versions for faster loading



4. Logo Color Variations

Your logo should work across different backgrounds and mediums.

- Full-color primary logo
- Black version (monochrome)
- White version (inverse)
- Grayscale version (optional but recommended)

5. Logo Layout Variations (Lockups)

Different layouts allow flexibility across platforms.

- Primary logo (main layout)
- Horizontal version
- Vertical / stacked version
- Icon + text lockup
- Icon-only version

6. Color Formats

Correct color modes ensure proper appearance across screens and print.

- RGB color version – for digital use (web, apps, screens)
- CMYK color version – for printing
- HEX color codes included
- Pantone colors (recommended for professional print)

7. Background Variations

The logo should work on different backgrounds.

- Transparent background versions
- Light background version
- Dark background version
- High-contrast version if needed



8. Logo Usage Guidelines

A short document explaining how to properly use the logo.

- Minimum spacing / clear space rules
- Minimum size for readability
- Approved background colors
- Incorrect usage examples
- Typography and color references

9. Icon / Favicon Version

A simplified version of the logo for small spaces.

- App / social media icon version
- Favicon (16px–32px)
- Square format for profile images
- Simplified mark for small sizes

10. File Organization

Everything should be delivered in a well-structured folder.

Example structure:

Logo Files

- Source Files
- Vector Files
- Web Files
- Print Files
- Icon & Favicon
- Brand Guidelines

