



LOGO FILE FORMAT CHECKLIST

1. Logo Versions

- Primary logo
- Secondary / alternate logo
- Logo mark / icon
- Logotype (text-only)

2. Color Variations

- Full color
- Black
- White / reverse
- Grayscale / monochrome

3. Vector (Scalable) Files

- (Adobe Illustrator – editable source)
- EPS (print-ready vector)
- PDF (vector, print-ready)
- SVG (web / UI / responsive use)

4. Raster (Pixel-Based) Files

- PNG – transparent background
- PNG – solid background
- JPG – high quality

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5. Color Modes

- CMYK (print)
- RGB (digital)
- HEX color values documented

6. Resolution & Size

- High-resolution (300 DPI – print)
- Web-optimized (72–144 DPI)
- Small-size version (icon / favicon)

7. Background Compatibility

- Light background version
- Dark background version
- Transparent background version

8. Naming & Organization

- Clear file naming convention
- Organized folder structure
- Version labels included (color, size, format)

9. Optional / Extended Deliverables

- Clear file naming convention
- Organized folder structure
- Version labels included (color, size, format)

10. Final QA Check

- Files open correctly
- Colors display accurately
- Transparency works as intended
- No missing fonts or broken links

