

The importance of a Vector logo vs. Pixel based logo

Designers should work in Illustrator to develop your logo. Adobe Illustrator is vector based software, rather than pixel based software like Photoshop. Vector based images can be resized both to a very large format and smaller without diminishing the quality. Pixel based images do not resize well. As you can see in the example below, the vector based illustration image (top) is created with smooth lines and curves, with no pixelation on any edge. The pixel or bitmap based Photoshop file (bottom) looks digitized and has blurry distorted edges when resized, thus giving a very unprofessional look.

The logo consists of the word 'wabbey' in a lowercase, rounded sans-serif font, followed by 'design.' in a similar font with a small green leaf icon above the 'i'. Below 'design.' is the phrase 'graphic design' in a smaller, lowercase sans-serif font.

Vector version of Wabbey Design Logo ('eps' or 'ai' file) - created in Illustrator

This version of the logo is pixelated and blurry, showing significant distortion and loss of detail compared to the vector version above. The text 'wabbey design.' and 'graphic design' are rendered with jagged, pixelated edges.

Pixel based version of Wabbey Design Logo ('png' or 'jpg' file) - created in Photoshop

Your final logo should be an illustrator file (such as an 'eps' or 'ai' file). It is unlikely you will have the Illustrator software so you will not be able to open the 'eps' or 'ai' file, but it is vital you file them safely on your computer. These are the most important files you need to keep safe as you will be asked for them by graphic designers, signage companies, printers etc. You should also be supplied with relevant 'jpg' and 'png' files and you will be able to use these files as normal.

Other tips, when your logo is finalised with the graphic designer, make sure you ask the question **'Have you converted all text/fonts to 'outlines'?'**. The reason for this is if this is not done and you send the 'eps' or 'ai' file to someone who does not have the relevant fonts on their system they will not be able to go in and do what they need to with your logo within Illustrator and this can cause great problems down the line. It is also a good idea to ask what fonts were used in your logo and keep this information safe!