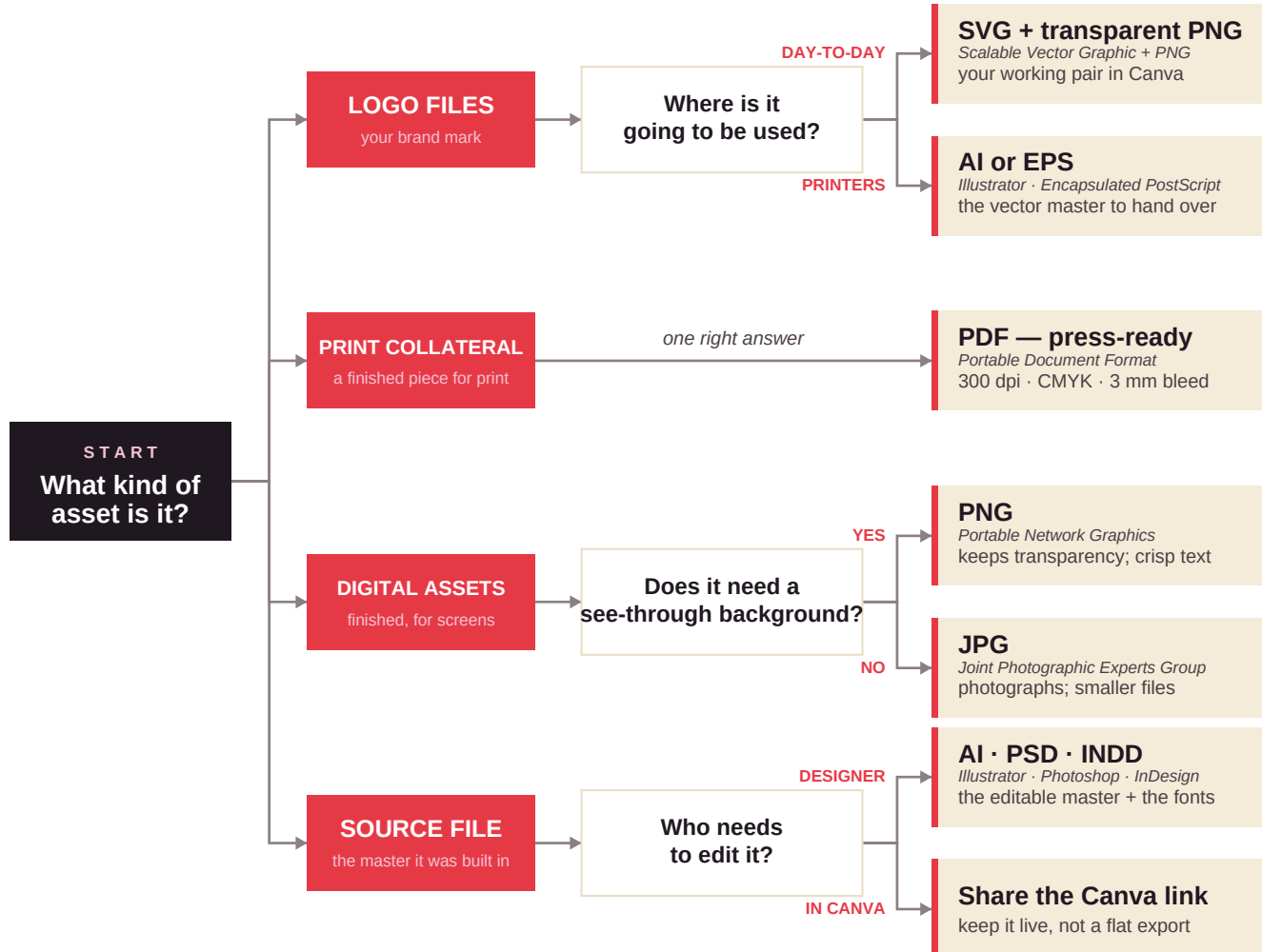


Which file do I need?

Logo files, print collateral and digital assets each have their own right answer.



AI Adobe Illustrator EPS Encapsulated PostScript SVG Scalable Vector Graphic PSD Adobe Photoshop INDD Adobe InDesign
PNG Portable Network Graphics JPG Joint Photographic Experts Group PDF Portable Document Format

THREE RULES THAT COVER MOST DAYS

1. When in doubt for print, send a PDF. When in doubt for screen, send a PNG.
2. Never enlarge a raster file (JPG, PNG, TIFF). Scaling down is safe; scaling up invents nothing.
3. Keep the source file (AI, PSD, INDD) somewhere safe even if you cannot open it. Your next designer can.

The detail behind each destination

What each application produces, and the raster / vector line that explains it all.

PHOTOSHOP — RASTER (PIXELS)

- PSD** the native working file: layers, masks, effects.
- TIFF** high-resolution raster for print. Rare for logos, because pixels cannot scale.
- Best for: photo editing, textured digital artwork, social graphics.

ILLUSTRATOR — VECTOR (PATHS)

- AI** the native file, fully editable vector. The master copy of any logo.
- EPS** older vector format; some printers still ask for it.
- PDF** can carry vector artwork, and opens anywhere.
- Note: .ai = Adobe Illustrator, not artificial intelligence.

SVG — THE VECTOR CANVA WILL ACTUALLY OPEN

- Scalable Vector Graphic. Crisp at any size, usually lighter than a PNG.
- The practical bridge between the designer's AI file and edits you make yourself.
- Not for photographs — paths and flat colour only.

RASTER VS VECTOR

	Raster (Photoshop)	Vector (Illustrator)
Built with	Pixels	Paths and shapes
Scaling	Loses quality if enlarged	Infinite scalability
File size	Heavy at high resolution	Lightweight — instructions, not pixels
Best for	Photos, digital artwork	Logos, icons, illustrations
File types	PSD, TIFF, JPEG, PNG	AI, SVG, PDF, EPS
Opens in Canva	Yes — JPEG, PNG, WebP	SVG only

PRACTICAL TAKEAWAYS

- Logos are almost always created as vectors, not TIFF.
- Photoshop files (PSD, TIFF) are for photo-based or pixel-heavy work.
- Illustrator files (AI, SVG, PDF) are for logos, icons and scalable graphics.
- A PNG placed inside a PDF does not make it a vector — vectors are built from paths.
- Canva cannot open PSD or AI. Ask for PNG / JPEG / WebP — or SVG to edit it yourself.

YOUR NOTES