Hi

Many thanks for your feedback.

We are delighted you are satisfied with your new logo design.

Please find attached various formats of your logo design for both web and print purposes.

Please find below an explanation of each format:

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**AI (Adobe Illustrator)**

This is your "vector" image file which should be passed onto your printing company if you intend to run a professional print. Competent users of vector based illustration software may also use this file if they have suitable vector illustration software installed in their system. Please note that without the appropriate software this file will not open, nor is it necessary to open it for basic use. The formats listed below cover the range of basic use:

**JPG**

The JPG file offers a vast palette of colours and is most suited to logo's which have colour gradients. The JPG file does not offer transparency, therefore should only be on a webpage / page adopting the same background colour (in most cases this is white).
GIF (transparent)

The GIF file provided offers transparency, therefore the image can be placed roughly upon any background colour. The GIF format has a limited colour palette in comparison to the JPG format. If your logo consists of colour gradients, you may notice a "stepped" colour blend in gradients. If this is the case and you wish to use your logo on a white background, the JPG format is the best option.

PNG

The PNG format offers both transparency and a vast colour palette. This format can be used in applications that support the PNG format and is commonly used by graphic designers to place graphics on varied colour backgrounds.

* If you require additional formats in the future, simply contact us and we will provide them free of charge.

Thank you for using our services.

Best Regards

Your Name
Your Business Name
Your Website URL