Logo file checklist

Ask your designer for every line, or tick off what you already have. Keep the folder somewhere you control, like your own cloud storage.

FILE	WHAT IT IS FOR	HAVE IT	WHERE SAVED
Vector master, full color	SVG and PDF that stay sharp at any size	☐	
Full color for screens	PNG with a see-through background, plus WebP for your website	☐	
Full color on white	JPEG for email, forms and documents	☐	
One-color version	SVG for stamps, engraving and single-ink print	☐	
White version	PNG for dark photos and backgrounds	☐	
Black version	PNG for forms, receipts and one-ink print	☐	
The mark on its own	PNG and WebP for social profiles, app icons and small spots	☐	
Site icon	Square, larger than 48 x 48 pixels	☐	
Colors written down	HEX and RGB for screens, CMYK and Pantone for print	☐	
Brand guidelines	Versions, clear space, colors, fonts, do's and don'ts	☐	

Tip: if your only copy is a small PNG or JPEG, have it rebuilt as a vector before your next print job.