# SENDING US YOUR LOGO

BEACON is going to need your logo in a digital format so that we can work on your projects. This document should help you look for the right file to send us.

To start off, there are two types of graphic files: **raster** and **vector**.

## RASTER

**Raster** files are made of pixels (many little blocks of a single color each). We can make them smaller and keep them looking clear, but we cannot increase their size and expect to see anything other than pixels.

Raster File Types: **JPG, GIF, TIF, PNG**

**Common Uses:**

* Websites
* Word, PowerPoint, Excel
* Internal newsletters and memos
* Photography

## VECTOR

**Vector** graphics are made of mathematical points to create lines, objects, colors, etc. We can keep the details, whether resizing the file to large or small. (BEACON PREFERRED)

Vector File Types: **AI, EPS**

**Common Uses:**

* Print material (brochures, stationary, reports, business cards)
* Large-format graphics (banners, tradeshow art, signs)
* Embroidery or apparel
* Promotional Items (pens, bags, mugs, etc.)
* Posters
* Vehicle Wraps

For us to be able to do the most with your designs, **we’ll need a vector graphic file of your logo**.

## What if I don’t have a vector graphic file of my logo?

It’s not uncommon for companies to have lost the vector graphic file of their logo, or perhaps to never have received it in the first place. So you have a few options if you don’t have it:

1. Track down your original graphic designer and ask them for the vector version of your logo. Most graphic designers never throw away their work. So they will usually have a copy of it somewhere in their archives that they can readily email to you.
2. If the work we are doing for you really doesn’t require us to enlarge your logo, then we might be able to use a high quality raster file like a JPG or PNG. If this is all you have, send that to us and we can see if it will work.
3. In the worst case scenarios, we have great and highly skilled graphic designers that can recreate your logo format in vector for a small fee.