

Logo Best Practices

Logo Best Practices - Use .svg files whenever possible. Both .png and .svg files are widely used on browsers, but many platforms prefer .png. If the text, image, or layout appears strange in any way while using a .svg, switch to a .png. If you continue to experience problems or have additional questions, please contact us at smpl-design.com.

.svg files are scalable vector image files. This means no matter how big you make it, the logo will appear as sharp and clear as the original image.

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.png files are NOT scalable, they are regular image files. This means when you resize your logo to fit a bigger screen, it can appear blurry. The files I've provided are pretty large so the blurriness won't always be apparent, but can appear.



Favicon: This image is used for social media profile pictures or as the image that appears next to your domain name in browser tabs.

