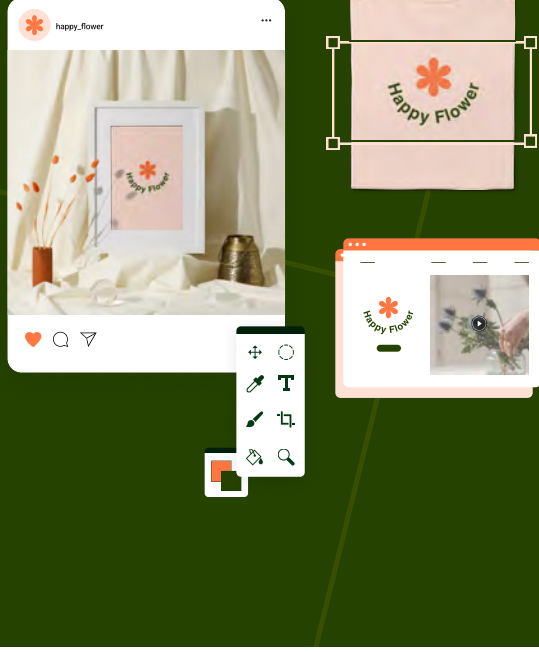


Thank you for your recent Fiverr Logo Maker order!

Your folder has several different file types. Here's a quick breakdown of where and how to use each one:



Website

When it comes to websites and applications, it's possible to use a PNG logo file, but SVG files are preferred due to their smaller size and ability to maintain their original resolution. In the "SVG Vector Files" folder, you'll find three different logo styles: original design, grayscale, and one with a transparent background. Alternatively, you can use "Transparent Logo" from the "PNG Logo Files" folder, as this will not interfere with any background color you have on your website.

Tip: Use a horizontal logo for your website, especially in the header.

See the Logo Variations section below to learn more about "Horizontal logos".

Favicon

A favicon is a small, 16x16 pixel icon used on web browsers to represent a website or a web page. Favicons are commonly displayed on tabs at the top of a web browser, but they're also found on bookmark bars, and in a browser's history and search results, alongside the page url. Head to the "Favicon" folder to add one to your website. Note that for Wordpress websites, you should use the dedicated logos located in the "Favicon" folder.



Social media

To make things easier, we created your logo in all the sizes required for profile and cover images within the various social media platforms. Simply select the relevant logo file from the "Social Media Kit" and easily upload it to your social platform.

Check out this [article](#) for the exact dimensions of each logo.

For various social media content needs, use any of the following PNG files, which are located in the "PNG Logo Files" folder:

- **Original Logo.PNG:** colored background version
- **Transparent Logo.PNG:** transparent background version
- **Original Logo Symbol.PNG:** symbol only, without brand name and/or slogan



Digital assets

Go with a **PNG** file (located in the "PNG Logo Files" folder) if you're using your logo for any digital purposes, such as presentations, email signatures, video ads, digital business cards, etc.

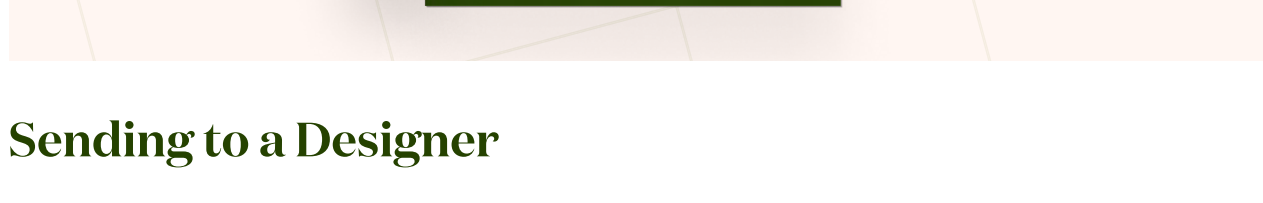
Tip: If you want to resize a logo without sacrificing its quality, go with an SVG file (located in the "SVG Vector Files" folder) and use a program like Adobe Illustrator or Photoshop to adjust its size. If you don't have access to such software, you can use free online alternatives like [loveimg.com](#).



Print

Whether you're printing your logo for business cards, packaging, merchandise, or advertising, you'll need it to be properly formatted. While using a **PNG** Logo file is possible, an **SVG** file is infinitely scalable and won't decrease in quality, regardless of how much you resize it.

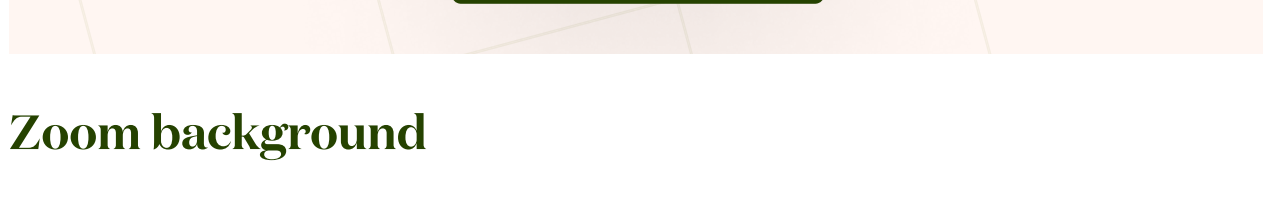
In most cases, professional printers will work with you to resize or make necessary adjustments to your logo.



Sending to a Designer

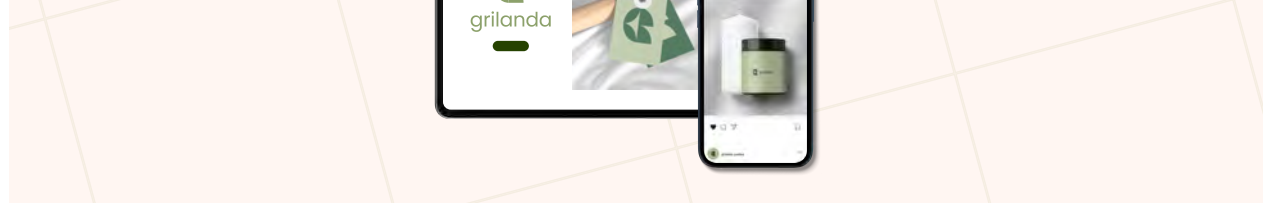
If you're working with a designer to make changes or for any other additional design needs, it is best to send **SVG** files (unless they request otherwise), as they are editable vector files compatible with design software.

It's also recommended to send your designer the "Brand style guidelines" PDF that you get with the higher tier of Logo Maker packages.



Zoom background

The "Zoom backgrounds" files are great for upgrading your Zoom meetings and giving your screen a professional touch.



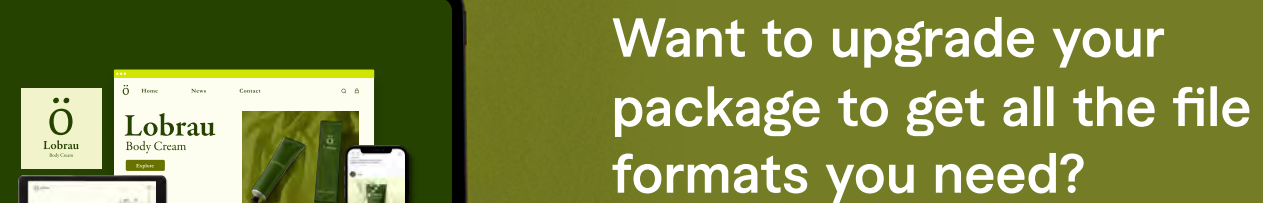
Sharing

When sharing a logo file, send the "Original Logo File" (**PNG**) as they are easy-to-read file formats and can be easily opened on all devices, including mobile.



Your logo font and colors

The "Brand style guidelines" PDF in your delivery files is there to guide you through creating consistent branding across all of your channels. Following these guidelines can help you to develop brand awareness.



Want to upgrade your package to get all the file formats you need?

Let's do it

Logo variations

A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements. They can include a range of colors, sizes, and formats, but there are some main logo variations that you need to help your brand appear consistent no matter where you place it:

1. **Horizontal Logo**

A horizontal logo is a self-explanatory image of your brand, containing its illustration, wording, icons, and sometimes even location information.

2. **Stacked / Vertical Logo**

Stacked (or vertical) is a stripped-back, scaled-down, stacked version of your logo. This is the perfect solution for when your horizontal logo isn't suitable due to space restrictions. Stacked logos often include only your icon and company name, removing any tagline to increase versatility.

Best placement: Mobile website header, clothing tags, business cards, and invoices.

3. **Submark Logo**

Submark logos are mostly designed to fit within a circle because they are typically used on social media platforms, many of which crop profile photos into circular patterns. In the submark variation of your logo, keep only the business name and icon to make sure it suits every platform and still maintains the most important elements.

Great news! You can easily upgrade your order and get all the different formats and variations your business needs.

(Lo)go further