School Logo Specifications Cheat Sheet

SchoolPix logo specifications

OPTION 1
1200 pixels longest edge, 300dpi.
.PNG with transparent background.

OPTION 2
Vector .PDF, .EPS or .AI file with type outlined.

LOGO EXAMPLES

1200 pixels

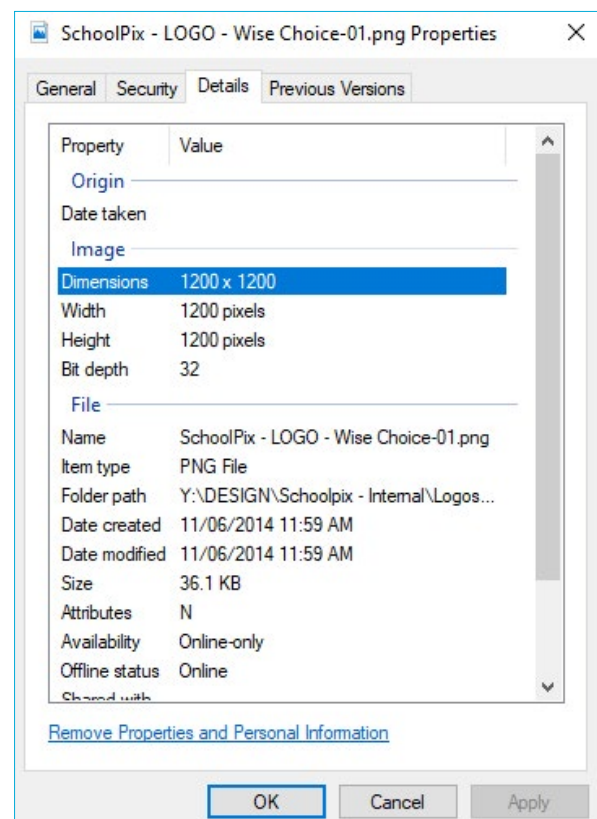**Horizontal logo design**

1200 pixels

Vertical logo design
(Most commonly used for schools)

HOW TO CHECK PIXELS

To check the pixels of an image (Windows)

1. Open the image in Explorer
2. Right click on logo image
3. Select Properties
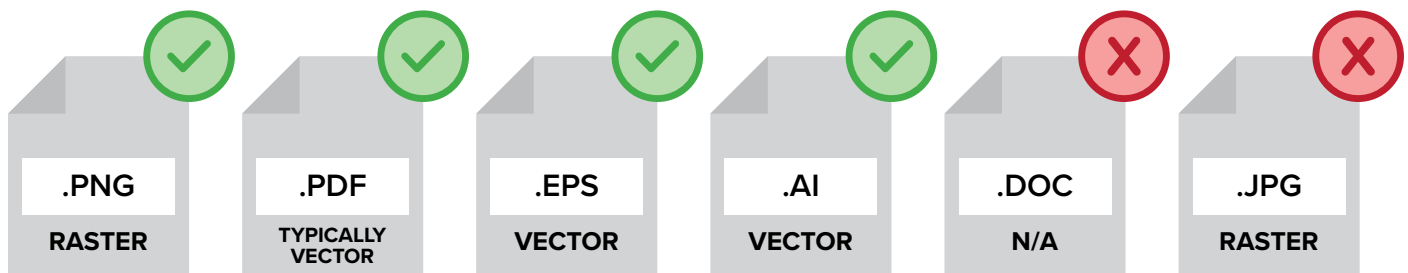4. Click details to reveal pixel dimensions

In simple terms, the higher the DPI and pixel dimensions, the higher quality it will be for print purposes.

SchoolPix - LOGO - Wise Choice-01.png Properties

General | Security | Details | Previous Versions

Property	Value
Origin	
Date taken	
Image	
Dimensions	1200 x 1200
Width	1200 pixels
Height	1200 pixels
Bit depth	32
File	
Name	SchoolPix - LOGO - Wise Choice-01.png
Item type	PNG File
Folder path	Y:\DESIGN\Schoolpix - Internal\Logos...
Date created	11/06/2014 11:59 AM
Date modified	11/06/2014 11:59 AM
Size	36.1 KB
Attributes	N
Availability	Online-only
Offline status	Online
Shared with	

Remove Properties and Personal Information

OK | Cancel | Apply

ACCEPTED FILE TYPES

.PNG	.PDF	.EPS	.AI	.DOC	.JPG
RASTER	TYPICALLY VECTOR	VECTOR	VECTOR	N/A	RASTER

RASTER VS. VECTOR - THE BASICS

There are two types of digital graphics files – vector and raster. Vector images are made of hundreds of thousands of tiny lines and curves (or paths) to create an image. Raster images are composed of pixels.

Because vector graphics are not composed of pixels they are resolution-independent. This means we can blow up or shrink down the vector to whatever we need without compromising the resolution or image clarity.

Raster files such as .PNG are limited and can only be blown up to the resolution it was exported at.

Please note Vectors are only applicable to .PDF, .EPS, .AI.
Vector .PNG and .JPG files do not exist.