

A HAND SMOOTHS A LARGE NEON GREEN FLORA. VINYL DECAL ONTO A SHOP…

SVG VS PNG

Which Logo File for Web, Print and Cutting? SVG to resize, cut or edit a logo; PNG where only pixels are accepted, like Facebook.

THE SHORT ANSWER.

SVG vs PNG for a logo comes down to the job. Pick SVG when the logo must change size, go through a cutting machine or be edited. Pick PNG where only pixel images are accepted, like Facebook Page photos. Keep both: each covers what the other can't.

SVG VS PNG: WHAT DOES EACH FILE ACTUALLY STORE?

An SVG stores your logo as drawing instructions, while a PNG stores it as a grid of colored pixels with a fixed width and height: vector on one side, raster on the other.

WHICH ONE STAYS SHARP WHEN YOU ENLARGE THE LOGO?

An SVG stays sharp at every size, because its shapes are redrawn at whatever size is requested: Wikipedia's article on the format says SVG images can be scaled in size without loss of quality.

DO SVG AND PNG BOTH KEEP A TRANSPARENT BACKGROUND?

Yes, SVG and PNG can both have a transparent background: Adobe's comparison of the two formats states that PNGs and SVGs support transparency. In an SVG, whatever isn't drawn stays empty.

WHICH FILE IS SMALLER, SVG OR PNG?

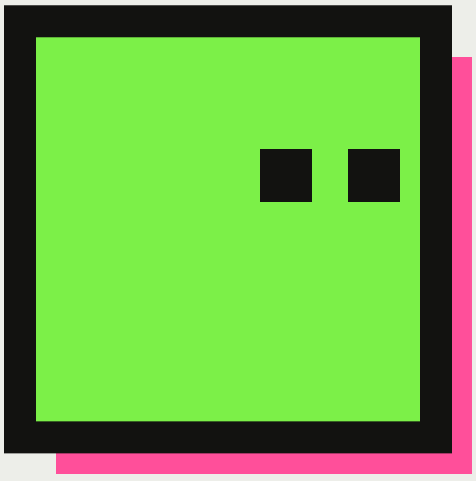
For a simple logo, the SVG is usually the smaller file: Adobe's comparison calls SVGs far smaller than PNGs.

WHICH ONE CAN YOU EDIT?

An SVG can be edited shape by shape: select a letter in a vector editor, recolor or move it, and the rest of the logo stays put. Inkscape, a free and open-source editor for Windows, macOS and Linux, uses SVG as its main file format.

REMEMBER.

SVG to resize, cut or edit a logo; PNG where only pixels are accepted, like Facebook. Five common cases, and how many pixels a PNG needs for print.



The full article:

depixelise.com/or/svg-vs-png