

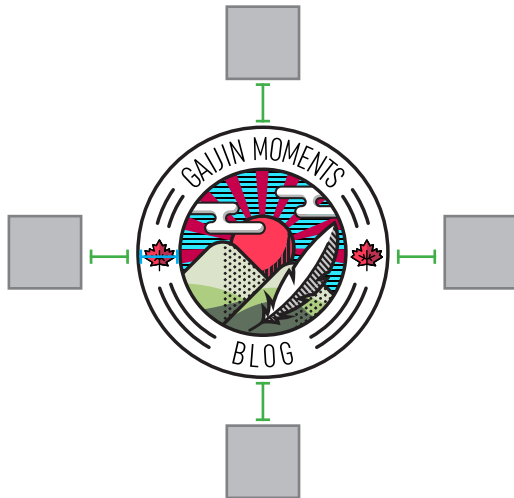




CONGRATULATIONS ON YOUR LOGO!

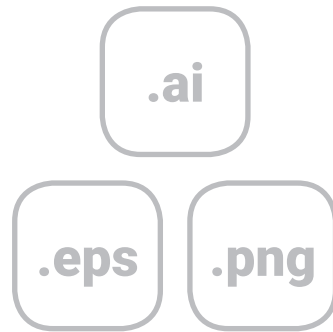
This will be the face for your blog. Through an illustrative style, I've created something that will hopefully embody the spirit of your travels and writing as you continue to share your adventures with the world.

There are just a couple of things to keep in mind:



SPACING

When placing your logo anywhere, try to ensure that there's breathing room around it. An easy rule of thumb is to leave at least as much space as the width of the **white strip around the logo**.



FILE TYPES

In your logo package, I've included 3 types of logos: .ai, .eps, and .png. The .png file is what you'll be using for most applications. This file type is fine for social media, website, and even simple print documents. These are called **raster logos**. The downside of these files is that if you try to increase the size of the image too much, it becomes pixelated doesn't look very good.

That's where vectors come in. If you were ever to send something like merchandise to a printer (let's say stickers, for example), you'll want to send them the .ai or .eps file. These are **vector logos**, and give the printer the most flexibility if they need to resize your logo for the print.

If you're ever confused or have issues with the logos, you can always contact me and I'll be happy to help!

RASTER LOGOS

- Good for websites, Facebook, Instagram, etc.
- Can use on simple print materials
- File can be opened by many programs
- ✗ Shouldn't be resized
- ✗ Aren't good for merchandise

VECTOR LOGOS

- Great for merchandise
- Can be resized infinitely
- ✗ Not good for websites, etc.
- ✗ File can't be opened by all programs