

FILE TYPE GUIDE

There are many different image types and image file extensions that can be used when creating and saving images. Below is a list of the most common image file extensions.

Image file formats by file extension

	Transparent Backgrounds	Editable	Scalable	Print*	Online/ Web	
RASTER PIXELS	.jpg [JOINT PHOTOGRAPHIC EXPERTS GROUP]				●	●
	.png [PORTABLE NETWORK GRAPHICS]	●				●
	.gif [GRAPHICS INTERCHANGE FORMAT]	●				●
	.tiff [TAGGED IMAGE FILE FORMAT]				●	●
	.psd [PHOTOSHOP DOCUMENT]	●	●		●	
VECTOR PATHS AND STROKES - FOR RESIZING	.eps [ENCAPSULATED POSTSCRIPT]	●	●	●	●	
	.ai [ADOBE ILLUSTRATOR]	●	●	●	●	
	.svg [SCALABLE VECTOR GRAPHICS FILE]	●	●	●	●	

What file type should I use?

ONLINE:

(color settings preferred: RGB)
 PHOTOS FOR EMAIL: .JPG
 PHOTOS FOR WEB: .JPG .PNG .GIF
 ANIMATED IMAGES: .GIF
 GRAPHICS FOR WEB: .PNG .GIF .JPG

PRINT:

(color settings preferred: CMYK or PANTONE)
 PHOTOS FOR PRINT: .JPG .TIFF
 PRINT: .EPS .AI .TIFF .JPG .PDF
 - LOGOS: .EPS .AI .SVG
 - BROCHURES: .INDD .AI .PDF
 - BUSINESS CARDS: .INDD .AI .PDF
 - SHIRTS/HATS/PROMOTION ITEMS: .EPS .AI
 - BANNERS/POSTERS: .EPS .AI .PDF

PROGRAMS:

(Most **commonly** used to create listed file formats. Make sure you know the proper settings when saving or ask your designer.)
 Adobe InDesign: .INDD .PDF
 Adobe Photoshop: .TIFF .PNG .GIF .JPG
 Adobe Illustrator: .EPS .AI .PDF
 Microsoft package: Not recommend

Image File Resolution

*PRINT: HI-RES @ 300 dpi — Make sure .jpg, .tiff are at 100% or larger of final print size.
 ONLINE: low-RES @ 72-96 dpi — To ensure quality is retain, size at 100% or larger of final imported size.
 NOTE: images or graphics from the web are typically not of quality for print material.