



# FILE TYPES GUIDE

I'm so excited for you to launch your new branding and I'm sure you are too! But, opening your final files, you may be overwhelmed by the number of file types. So, I have created this guide to lead you through the different types of files in order to easily and correctly use your branding!



= For Web Use



= For Print Use



## .PNG

These files are commonly known for their ability to support a transparent background making them superior to JPG files in that way. These files are great for web usage.



## .PDF

The file type most typically and preferably used in printing. It is extremely versatile due to its universal file format.



## .SVG

These work great for websites and apps as they can be infinitely scalable without getting pixelated.



## .AI

This is the source file for the logo directly from Adobe Illustrator. Sometimes requested from print shops for printing.



## .JPG

Commonly seen for photographs and web graphics. Often has smaller file size than PNG due to its inability to support transparent backgrounds.



## RGB

### RED, GREEN, BLUE

This color format is for digital use. RGB creates more vibrant colors that are not achievable through printing. Do not use RGB for printing purposes.



## CMYK

### CYAN, MAGENTA, YELLOW, BLACK

This consists of the 4 basic colors for printing and is the color format that is to be used for any print products (business cards, fliers, etc)



## PANTONE

Pantone colors are exact colors created from a precise mixture of inks. It is a more costly method of printing but results in the most accurate color.

If you have any issues navigating your files, please feel free to contact me at [lucyedendesign@gmail.com](mailto:lucyedendesign@gmail.com)