

raster files

work best online

.jpg JOINT PHOTOGRAPHIC EXPERTS GROUP

Typically used for photography and online when you are okay with a white background.
Will lose quality if you scale larger than the file size.

.png PORTABLE NETWORK GRAPHIC

Typically used for graphics and online when you want a transparent background.
Will lose quality if you scale larger than the file size.

.svg SCALABLE VECTOR GRAPHIC

Used for your favicon – the little graphic that appears next to your URL in your web browser.

.gif GRAPHICS INTERCHANGE FORMAT

Typically used for graphics and online when you want an animation or slideshow.
Will lose quality if you scale larger than the file size.

vector files

work best for print

.eps ENCAPSULATED POST SCRIPT

Typically used for logos and illustrations. Can be scaled to any size without losing quality.
Has a transparent background. Best for any type of printing, so **provide this logo file to your vendors unless they specifically ask for another file type.**

.pdf PORTABLE DOCUMENT FORMAT

Typically used for emailing and sharing designs. If you are uploading a business card, postcard, etc. to an online vendor, you may want to use this file type.

