

FORMAT GUIDE



We are so grateful for your collaboration on this project. To help you use the files we've sent you, we've created a handy guide for your convenience. We hope you find it useful and easy to follow.

It was a pleasure working with you, and we look forward to future opportunities.

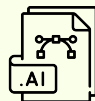


File types for print purposes



File types for digital purposes

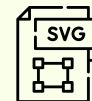
VECTOR FILES



AI

ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print



SVG

SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation



PDF

PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online



IMAGE FILES



JPEG

JOINT PHOTOGRAPHIC EXPERTS GROUP

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds



PNG

PORTABLE GRAPHICS NETWORK

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.



COLOR MODES



RGB

DIGITAL (RED, GREEN, BLUE)

The colour space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colours. Use CMYK or Pantone files for printing purpose



CMYK

PRINT (CYAN, MAGENTA, YELLOW, BLACK)

CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic colours used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.