

A Guide to Standard File Types

FILE TYPE	DESCRIPTION	BITMAP (RASTER)	VECTOR	CAN BE USED IN	RECOMMENDED FOR
.JPG	Best format for a photo or image with many colours where image size needs to be smaller (i.e for web). No transparency support.	✓	✗	Most image editing software	Minimising image file size
.GIF	A lossless format for image files that supports both animated and static images.	✓	✗	Most image editing software	Short, low quality videos
.PNG	Ideal for transparent raster images on the web or for web images with a low number of colours.	✓	✗	Most image editing software	Transparent web images
.TIF	Ideal format for high quality photo and raster applications.	✓	✗	Most image editing software	High quality images, particularly for print
.EPS	Contains PostScript code, which is used for storing font and vector image information.	✓	✓	Adobe Illustrator, Sketch, InkScape, Affinity, Corel Draw, etc. Use in Adobe Photoshop will convert file to bitmap.	Vector files and logos for print
.PDF	File format that captures all the elements of a printed document as an electronic image that you can view, and navigate digitally and print.	✓	✓		Universally readable and printable
.SVG	Vector image format for graphics with support for interactivity and animation	✗	✓		Vector files and logos for web

Screens have a resolution of 72ppi and uses RGB colour settings (all files types listed above can be used in RGB format, but you may have to re-format the file to be in this colour setting). **Print** has a resolution of 300ppi and uses CMYK colour settings (.JPG, .EPS, .PDF and .TIF are the best formats to use in print).

A Guide to Adobe File Types

Photoshop BITMAP	DESCRIPTION
.PSD / .PSB	.PSD files are layered image files used in Adobe PhotoShop. .PSB files are a large document format similar to a .PSD file but for a larger image sizes.
.ATN	Photoshop Action files are built to record steps/actions in Photoshop and is meant to be “played” again at a later time to automate those same steps.
.ABR	Photoshop Brush file that stores information about the shape and texture of one or more brushes.
.ASL	Adobe Photoshop Style files are used when applying the same appearance /effect to multiple objects or layers.
.PAT	Pattern Image file used by graphics programs for creating a pattern or texture across an image using a small and usually square picture.
.RAW	A .RAW file contains the original image information from the camera sensor without any in-camera processing.

Illustrator VECTOR	DESCRIPTION
.AI	.AI files are fully editable, transparent files used in Adobe Illustrator, that retain all document information such as Graphic Styles, Brushes, Patterns and Swatches.
.AIT	Illustrator Template file that’s used to create multiple Adobe Illustrator (.AI) files. .AIT files hold the different components of the Adobe Illustrator drawing like the images, settings, and layout.

InDesign	DESCRIPTION
.INDD	Page layout file used by Adobe InDesign. Any images and fonts used need to be kept in a folder InDesign can find.
.INDL	Object library created by InDesign; allows users to organize and reuse common page elements together graphics, text,ruler guides, and grouped images.

A Guide to Font File Types

FILE TYPE	DESCRIPTION	WEB USE	DIGITAL USE	PRINT USE	GLYPH/ LIGATURE SUPPORT
.OTF	OpenType fonts contain the screen and printer font data in one component. OTF has several exclusive capabilities, including support for multiple platforms and expanded character sets.	✓	✓	✓	✓
.TTF	TrueType fonts can be scaled to any size and are clear and readable in all sizes. They can be sent to any printer or other output device.	✓	✓	✓	✓
.EOT	Embedded OpenType fonts are a compact form of OpenType fonts for use as embedded fonts on web pages. They are supported only by Microsoft Internet Explorer.	✓	✗	✗	✓
.WOFF / .WOFF2	The Web Open Font Format is a font format for use in web pages and is essentially OpenType or TrueType with compression and additional metadata. WOFF2 is a font format that provides, on average, a 30% reduction in file size, thus helping Web fonts load more quickly in compatible browsers.	✓	✗	✗	✓
.SVG	SVGs contain the glyph outlines as standard SVG elements and attributes as if they were a single vector object in a SVG image.	✓	✓	✗	✓

.OTF or .TTF?

OpenType support larger character sets for language coverage and typography and are a newer file type, as well as have all the capabilities that TTF have. TrueType fonts are both legible on screen and print well, and are supported by most software as they are a older file type.