Guide to File Types

For Print Use   For Web Use

.PNG

These files support transparent backgrounds and are great for web use.

.SVG

These are vector based files that have no fixed resolution. They are great for web use when displaying graphics like logos and illustrations because they can be scaled infinitely.

.JPG

These files are commonly used for photographs and graphics. These files have a fixed resolution, so take care to ensure the file is high enough resolution for its use case.

.PDF

This is a universal file format that is great for documents and printing.

.AI

This is a native vector file type for Adobe Illustrator. It is used when creating designs and is sometimes requested by print shops for printing projects.

RGB

This color format is used for images and graphics being displayed digitally. It should not be used for printing projects.

CMYK

This is the color format that should be used for any printing projects.

Pantone

Pantone colors are standardized, solid colors created using specifically mixed ink. It is a more costly process, but provides the most accurate color.