

FILE FORMATS

Print: CMYK colour, high resolution (300dpi)
Web: RGB colour, low resolution (72dpi)

FILE	WHAT IS IT?	WHEN TO USE IT?
EPS	Encapsulated Postscript	Print - vector-based, can scale without losing quality, transparent background, best for logos, graphics and icons
JPG	Joint Photographic Experts Group	Print + Web - pixel-based, white background, widely used, best for photos and images
PDF	Portable Document Format	Print - Widely used, best for documents, books, business cards and other collateral
PNG	Portable Network Graphics	Print + Web - pixel-based, transparent background, best for images with text, icons and graphics
SVG	Scalable Vector Graphics	Web - vector-based, can scale without losing quality, transparent background, best for logos, graphics and icons