

# Image & File Type Cheat Sheet

**Vector** 

**Raster** 

## WEB USES

### SOURCE files

for logos, charts, icons, or any hard-edged graphics

### OUTPUT files

for most web graphics displayed on the screen

## PRINT USES

### SOURCE files

to be sent to the printer

### HI-RES files

can be printed at 300dpi

## FILE TYPES

**.ai** **.eps** **.pdf** **.svg** **.jpg** **.gif** **.png** **.tif**

## WEB



### 72 dpi

Images intended for the web only need to have a resolution of 72 dpi (dots per inch), which is the maximum resolutions of monitors.

## PRINT



### 300 dpi

Images intended for print need to have a resolution of 300 dpi (dots per inch), as the printing process allows for much greater details.

## MORE ABOUT FILE TYPES

### **.ai** Adobe Illustrator

Default file type of Illustrator, a popular vector based program

### **.eps** Encapsulated PostScript

Vector file which can be opened outside of Illustrator

### **.pdf** Portable Document Format

Self-contained document which preserves vector images as well as any other fonts or graphics needed to display

### **.svg** Scaleable Vector Graphics

XML-based vector image format supported by modern web browsers

### **.jpg** Joint Photographic Experts Group

Sometimes displayed as .jpeg-this raster image format is best for displaying photographic images on web browsers

### **.gif** Graphics Interchange Format

Raster image format best for displaying simple images made up of solid colors with no gradients

### **.png** Portable Network Graphics

Raster image format best for displaying simple images, supports transparency

### **.tif** Tagged Image File Format

Raster image format best for high-resolution photos

## WHEN SENDING IMAGES TO A DESIGNER...

### **Don't put images in a Word doc**

It is difficult to extract them and results in lower quality.

### **Always send a larger image than needed**

Raster images can be sized down without a loss in quality, but when an image is stretched to larger than its original size, a significant loss in quality occurs.

### **Send logos as vector files**

Logos almost always need to be separated from the background, resized, or otherwise manipulated. Vector images offer the most versatility for these purposes.

### **Remember...**

Although image editing programs can do wonders, it's always best to start off with the best image possible. You'll save time and end up with the most desirable result.



**We help brands take shape.**