File guide.

Different file types can be confusing, we thought it would be helpful to include this small guide to understand file types and when to use them.

File types for digital purposes

File types for print purposes

fantasy PRINTS GET BRANDED

VECTOR FILES

AI
ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. Some print shops will request this file when prepping a project for print.

EPS
ENCAPSULATED POST SCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

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.

SVG
SCALABLE VECTOR GRAPHIC

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

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.

COLOUR SPACES

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 purposes

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.

PANTONE/SPOT
OFFSET PRINT

Pantone is a standardize system for colour. Unlike CMYK, A Pantone or spot colour is a single colour created from a precise mixture of inks. Their colour accuracy is superior to CMYK, but can become costly using more than three colours.