

# File Formats Demystified

A quick overview of various file types.

## Raster Graphics

Created with pixels.

Quality can be lost when scaled up.



### **.JPG or .JPEG**

- BEST used for: web
- NOT great for: print, but they can be
- Ex: image on a web page or proposal



### **.PNG**

- BEST used for: web
- NOT great for: print, but they can b
- Ex: company logo in a signature line



### **.GIF**

- BEST used for: web, raster
- NOT great for: print, vector
- Ex: graphic in an email, image on website



### **.TIF or .TIFF**

- BEST used for: print, raster
- NOT great for: web
- Ex: image for a company brochure



### **.PSD**

- BEST used for: print, raster
- NOT great for: web
- Ex: layered image for print



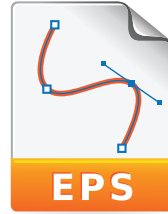
### **.RAW or .DNG**

- BEST used for: print, raster
- NOT great for: web
- Ex: high quality product photo

## Vector Graphics

Created with paths.

Scalable without losing quality



### **.EPS**

- BEST used for: print, vector, raster
- NOT great for: web
- Ex: company logo



### **.AI**

- BEST used for: print, vector
- NOT great for: web, raster
- Ex: site map, community map



### **.PDF**

- BEST used for: print, web, vector, raster
- NOT great for: making changes
- Ex: proposal