



# IMAGE FILE TYPES CHEAT SHEET



MODASSIC MARKETING



# 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

## PRINT



### 72 dpi

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



### 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 detail

## 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 usually 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 is always best to start off with the highest quality image possible. You will save time and end up with the most desirable result.

## 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 fonts or graphics needed to display correctly

### .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 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

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