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COMMON FILE FORMATS

| FILE TYPE | DESCRIPTION | USES |
|---------------------------------------|--|--|
| EPS: Encapsulated Postscript | Vector-based EPS files are scalable to any size. EPS files can be opened using Adobe Illustrator, Freehand, or Adobe Photoshop. A vector EPS file is one of the most preferred formats by printers, promotional product companies, silk screeners, banner and sign companies, and other third party creatives. | Large Format Printing, T-shirts, Professional Printing, Signage |
| PDF: Portable Document Format | A PDF is a universal file format that preserves/embeds the fonts, images, layout and graphics of any source document, regardless of the application used to create it. PDF files can be shared, viewed and printed by anyone with the free Adobe Reader software. | Printing, Transparent Background |
| JPG: Joint Photographic Experts Group | A JPG file is a compressed image file that does not support a transparent background. The level of compression in JPG files can vary in resolution with high quality (LARGE) for desktop printing, low quality (WEB) for web viewing and email. | Non-professional printing, Placing into Word, Websites, email |
| TIF: Tagged Image File Format | TIF files are most commonly used in professional environments and commercial printing. The TIF format is the most widely supported format across all platforms. Supports a transparent background. | Professional printing and design where transparent background is needed (supporting programs only) |
| PNG: Portable Network Graphics | The PNG file format is most commonly used for use online and on websites due to their low resolution. PNG files are bitmap images that employ lossless data compression, and like GIF files, PNG files can be created with a transparent background. | Web and email where transparent background is needed. |