

# your image & file type cheat sheet

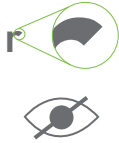
## .eps (Encapsulated PostScript)

**TIP** Sending to a printer? Your first choice should be a eps.

### FILE DETAILS

**This file is a vector.** A scalable object which doesn't lose visual quality no matter the size the image is printed.

You cannot view this file.



### PRINTING

**Printing Digital? Choose CMYK.** (Cyan, magenta, yellow, black).

**Printing Offset? Choose PMS/Spot.**

This printing type ensures an exact match to your brand colour.



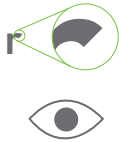
## .pdf (Portable Document Format)

**TIP** Sending to a business/client? Your first choice should be a pdf.

### FILE DETAILS

**This file is a vector.** A scalable object which doesn't lose visual quality no matter the size the image is printed.

You can view this file.



### PRINTING

**Printing Digital? Choose CMYK.** (Cyan, magenta, yellow, black).

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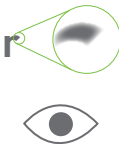
## .jpg (Joint Photographic Experts Group)

**TIP** Jpg's your first choice for use onscreen / online.

### FILE DETAILS

Raster is a set size file. Its benefit is low file size. It cannot be scaled without losing file quality/ pixelating.

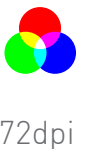
You can view this file.



### DIGITAL (Websites & onscreen)

**For digital use? Choose RGB.** (Red, green, blue)

All our supplied RGB raster files are set at 72dpi. This is because images intended for web only need to have a resolution of 72dpi (dots per inch), which is the maximum resolution of screens.



### PRINTING

**Printing Digital? Choose CMYK.** (Cyan, magenta, yellow, black).

Jpg's for print need to have a resolution of 300dpi, as the printing process allows much greater detail. ***This is why we recommend using vector files for print where possible.***



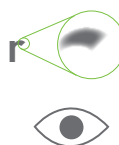
## .png (Portable Network Graphics)

**TIP** Choose png. files for inserting into word documents or if you need a file with a transparent background for online or onscreen use.

### FILE DETAILS

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You can view this file.



### DIGITAL (Websites & onscreen)

**For digital use? Choose RGB.** (Red, green, blue)

All our supplied RGB raster files are set at 72dpi. This is because images intended for web only need to have a resolution of 72dpi (dots per inch), which is the maximum resolution of screens.



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