

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).



Printing Offset? Choose PMS/Spot.

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

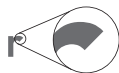


.jpg (Joint Photographic Experts Group)

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.

72dpi

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.***

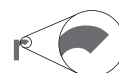
300dpi

.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

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.

72dpi