

FILE TYPES EXPLAINED

File Formats										
	JPG Joint Photographic Experts Group	GIF Graphics Interchange Format	PNG Portable Network Graphic	TIFF Tagged Image File Format	PDF Portable Document Format	PSD Photoshop Document	EPS Encapsulated Postscript	AI Adobe Illustrator Native File	INDD Adobe InDesign Document	SVG Scaleable Vector Graphic
	Most popular format; lossy quality due to compression for smaller file size, good for sharing	Lossless format; supports animated and static images; for web use or on screen	Lossless, compressed; easy storage, good for web/sharing; allows for transparent background	Large files; used to store original images or artwork without quality loss	Ease of file sharing; cross-platform compatible; free reader available for viewing	Used in design to edit or manipulate photos, graphics or for digital / website design	Can contain vector art, images and text. Used to create word marks or large-scale artwork	native files; used to create vector art that is scaleable without quality loss.	used to create page layouts for print that contains images, objects, photos and text	file format used for web design and high quality vector artwork.
Print	✓			✓	✓		✓			
Web	✓	✓	✓		✓					
Editable	✓					✓	✓	✓	✓	
Sharing	✓	✓	✓		✓					
Scaleable							✓	✓		
Animation		✓								
Lossless		✓	✓	✓			✓			
Pros	small file size widely supported RGB color space	small file size good for simple animations/videos	widely accepted lossless quality transparent background	lossless, high quality image widely compatible	easily shared downloadable printable	lossless supports layers editable*	scale to any size without quality loss ideal for printing	scale to any size without quality loss if vector ideal for printing editable*	For creating high end collateral for print editable*	great for web graphics like logos, illustrations, and charts
Cons	lossy compression not good for text	web use only limited to 256 colors	web use only RGB color space only	large file sizes not for web use	requires software to edit	requires software to edit large file size	requires software to edit	requires software to edit	requires software to edit	Only modern browsers can support SVG images vector format; not for use with photos

COLOR SPACES EXPLAINED



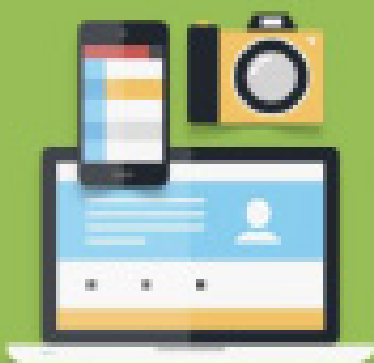
PMS **USE: PRINTING**

PMS colors are patented, standardized color inks. For offset printing. Ideal for stationery. Often used in one or two-color jobs. Also as spot colors on premium brochures in addition to CMYK printing.



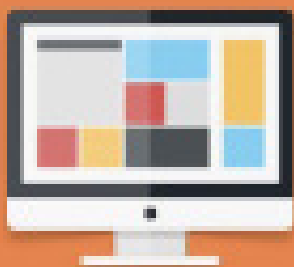
CMYK **USE: PRINTING**

CMYK is a process by which tiny dots of cyan, magenta, yellow and black inks mix to make colors. For offset and digital printing. Ideal for full-color brochures, flyers, posters and postcards.



RGB **USE: ONSCREEN**

RGB is the process by which red, green and blue combine to make colors. Used for online applications, TV, mobile devices, games and illuminated signs.



HEX **USE: ONSCREEN**

HEX is a six-digit combination of letters and numbers that represent an RGB color. It is mainly used in web design.