

FILE TYPES GUIDE

I'm so excited for you to launch your new branding and I'm sure you are too! But, opening your final files, you may be overwhelmed by the number of files types. So, I have created this guide to lead you through the different types of files in order to easily and correctly use your branding!

 = For Web Use

 = For Print Use

.PNG

These files are commonly known for their ability to support a transparent background making them superior to JPG files in that way. These files are great for web usage and within documents.

.PDF

The file type most typically and preferably used in printing. It is extremely versatile due to it's universal file format.

.SVG

These work great for websites and apps as they can be infinitely scalable without getting pixelated.

.AI

This is the source file for the logo directly from Adobe Illustrator. Sometimes requested from print shops for printing.

.JPG

Commonly seen for photographs and web graphics. Often has smaller file size than PNG due to it's inability to support transparent backgrounds.

.EPS

This is another vector format file, now considered obsolete, but extremely useful when printing companies only have older print software.

HEX

WEB COLOUR CODE

Hex triplet, a six-digit, three-byte hexadecimal number used in computing applications to identify and represent colours. This is a system used in HTML, CSS and SVG. Do not use HEX for printing purposes.

RGB

RED, GREEN, BLUE

This colour format is for digital use. RGB creates more vibrant colours that are not achievable through printing. Do not use RGB for printing purposes.

CMYK

CYAN, MAGENTA, YELLOW, BLACK

This consists of the 4 basic colours for printing and is the colour format that is to be used for any print products (business cards, fliers, etc)

If you have any issues navigating your files, please feel free to contact me at linda@pagedesignltd.com