

File types

Overview of the different file types/suffix and their uses. Supplying the correct file type ensures accuracy when outputting your brand and graphics across print and digital media.

AI - (Adobe Illustrator Document)

AI is the native format of Adobe Illustrator files. Illustrator is the industry standard for creating artwork from scratch. Illustrator produces vector artwork, the easiest type of file to manipulate and resize without loss of quality. Editing AI files is only possible in the design software.

EPS - (Encapsulated Postscript)

EPS is a vector format with the content of two-dimensional graphics data in the form of text or a picture. EPS files can be resized easily without loss of quality or distortion, making them the ideal format for logos. With an EPS file, you don't have to worry about the size as it will always appear at the correct resolution.

INDD - (Adobe InDesign Document)

Adobe InDesign is the industry standard desktop publishing and typesetting software. We use it to combine both Photoshop and Illustrator files to produce content-rich designs and artwork that feature typography, embedded graphics, images, page content, formatting information and other advanced layout-related options. You can collaborate in InDesign so long as you use the same software and have the same fonts.

PSD - (Photoshop Document)

PSDs are files that are created and saved in Adobe Photoshop, the industry-standard image editing software. This type of file contains 'layers' that make modifying the image much easier to handle. We use Photoshop for all photo and image editing.

PDF - (Portable Document Format)

PDF is a format that captures every element, including fonts, from a document and saves it as an electronic image that you can view and share. We use this format for presenting design drafts, proofing and producing pre-flight final artwork to supply a printer. You can view a PDF without any design editing software with the free version of the industry standard Acrobat Reader software. PDF is the best tool for sharing documents between users and across different operating systems.

JPEG - (Joint Photographic Experts Group)

JPEG is a common image file using a type of compression that makes files much smaller than the 'Raw' files taken by most digital cameras. For printing, we require JPEG files at high-res (300dpi) in CMYK colour mode and at their original size. For websites, optimised low-res (72dpi) in RGB colour mode work best. In JPEGs the quality of the image decreases as the file size decreases.

TIFF - (Tagged Image File Format)

TIFF is a lossless raster format. Because of its extremely high-quality, this format is primarily used in commercial post-production photography and desktop publishing since it isn't compressed. Using TIFF to scan documents, photos and artwork can also ensure that you have the best original file to work off of.

PNG - (Portable Network Graphics)

PNG is a lossless raster format best used for high-quality digital graphics and illustrations. PNG offers a variable transparent background so is best when placing a logo/graphic over a background of a picture, block of colour or pattern. PNG can also shrink to very small sizes making it the ideal file type for web graphics.

GIF - (Graphics Interchange Format)

GIF is a lossless raster format widely used for web image format, typically for animated graphics like banner ads, email images and social media memes

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