









# Graphic Format Files

## What?

 AI Adobe Illustrator (.ai)	 PSD Adobe Photoshop Document (.psd)
 PDF Portable Document Format (.pdf)	 TIFF Scalable Vector Graphics (.svg)
 EPS Encapsulated PostScript (.eps)	 PNG Portable Network Graphics (.png)
 SVG Scalable Vector Graphics (.svg)	 JPG Joint Photographic Experts Group (.jpg)

## Who?

### Clients



- Social Media Images
- Documents
- Presentations
- Email Signatures

### Designers



- Websites
- Animations
- Swag and Print
- Creative Projects

### Developers



- Websites/App
- Custom Emails
- Ecommerce

### Vendor/Decorator



- Print/Signage
- Swag/Apparel
- Embroidery
- Sticker/Decals

## Where?

### Print - Vector CMYK



### Print - Image CMYK



\*High Resolution Preferred with 300dpi minimum.

### Web - RGB



## Why?

**Scalable** - Can be transformed without losing any resolution or quality in the image.



**Editable** - Able to adjust for colors, size, or manipulated as needed.



**Universal** - Both viewable and editable through various softwares.



**Transparent** - Have the ability to remove the background or view without.

