

# FILE TYPE CHEAT SHEET

PHOTOS FOR PRINT .JPG .TIF

PHOTOS FOR EMAIL .JPG

PHOTOS FOR WEB .JPG .PNG .GIF

LOGOS .EPS .AI

BROCHURES .PDF .INDD .AI

BUSINESS CARDS .PDF .INDD .AI

MULTI-PAGE DOCUMENTS .PDF .INDD

T-SHIRTS & APPAREL .EPS .AI

ILLUSTRATIONS .EPS .AI

BOOKS & PUBLICATIONS .PDF .INDD

NOTECARDS & POSTCARDS .PDF .INDD .AI

STICKERS .EPS .AI

BANNERS & DISPLAYS .AI .EPS .PDF

ARTWORK .TIF

ANIMATED IMAGES .GIF

TRANSPARENCY .PNG .GIF .EPS .AI .PSD

SCALABLE .EPS .AI

EDITABLE .AI .PSD .INDD .PDF

WEB .JPG .PNG .GIF .PDF

PRINT .TIF .PDF .JPG



Joint Photographic  
Experts Group

**QUALITY**  
quality reduces each time it is saved, made larger, or made smaller

**SCALABILITY**  
does not scale

**TRANSPARENCY**  
does not allow for transparent backgrounds

**OPENS IN**  
almost any program

**USE IT FOR**  
photos



Tagged Image  
File Format

**QUALITY**  
higher quality than .jpg or .png

**SCALABILITY**  
does not scale

**TRANSPARENCY**  
does not allow for transparent backgrounds

**OPENS IN**  
almost any program

**USE IT FOR**  
photos and artwork



Portable Network  
Graphics

**QUALITY**  
does not lose quality when compressed

**SCALABILITY**  
does not scale

**TRANSPARENCY**  
allows for transparent backgrounds

**OPENS IN**  
almost any program

**USE IT FOR**  
web



Graphics Interchange  
Format

**QUALITY**  
low resolution

**KNOWN FOR**  
animated images

**TRANSPARENCY**  
allows for transparent backgrounds

**OPENS IN**  
Internet browser

**USE IT FOR**  
web and email



Encapsulated PostScript

**QUALITY**  
can be resized without losing any quality

**SCALABILITY**  
totally scalable

**TRANSPARENCY**  
allows for transparent backgrounds

**OPENS IN**  
Illustrator and Photoshop

**USE IT FOR**  
logos and illustrations



Portable Document  
Format

**QUALITY**  
can be saved as high or low resolution

**KNOWN FOR**  
multi-page documents

**GREAT FOR**  
sending editable files embedding fonts and images

**OPENS IN**  
Acrobat Reader

**USE IT FOR**  
web and print



Adobe Illustrator

**SCALABILITY**  
totally scalable

**TRANSPARENCY**  
allows for transparent backgrounds

**OPENS IN**  
Adobe Illustrator

**USE IT FOR**  
logos and illustrations



Adobe Photoshop

**KNOWN FOR**  
manipulating images

**TRANSPARENCY**  
allows for transparent backgrounds

**OPENS IN**  
Adobe Photoshop

**USE IT FOR**  
photos



Adobe InDesign

**KNOWN FOR**  
creating multi-page and complex layouts

**OPENS IN**  
Adobe InDesign

**USE IT FOR**  
layout design

