

File Formats & Their Uses

AI

Adobe Illustrator

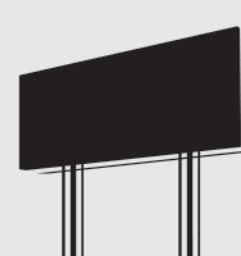
NATIVE / ORIGINAL ARTWORK



Original Logo



Can be Edited & Used by Designers



Designers use for large-scale projects

eps

Encapsulated Postscript

HIGH-QUALITY PRINTING / EMBROIDERY



Promotional Items



Large-Scale Graphics
Such as Banners or Posters

jpg

Joint Photographic Experts Group

PRINT & DIGITAL (WHITE BACKGROUND)



Print Materials
set at 300dpi



Websites
set at 72-150dpi



Presentations
set at 150dpi

png

Portable Networks Graphic

DIGITAL MEDIA (TRANSPARENT BACKGROUND)



Websites
set at 72-150dpi



Presentations
set at 150dpi



Other Media
Used on top of a color or image