FILE FORMATS

JPG/JPEG

GIF

JPGs are one of the most popular image file formats and compress an image, significantly reducing the size of the file.

The JPG is considered 'lossy' – which means that when the data is compressed, unnecessary information is deleted from the file permanently, making it ideal for sharing and storing.

High resolution (300dpi) JPGs can be used for print and low resolution (72dpi) JPGs, while not print-friendly, are a good choice for web. Their low file sizes are ideal for optimising website loading times.

SUITABLE FOR

- Web at 72dpi
- Print at 300dpi

A GIF is a lossless format for image files that supports both animated and static images. Creating reduced file formats without degrading the visual quality, GIFs are widely used online.

Due to the colour limitations, the GIF format makes it unsuitable for reproducing complex colour photographs but it is well suited to simpler images with solid areas of colour.

SUITABLE FOR

- Web and banner advertising
- Animated moving graphics

PROS

- Small file size
- Widely supported
- Good colour range

CONS

- Lossy compression
- Does not handle text well

PROS

- Good for simple animations and videos
- Small file size

CONS

- Limited to 256 colours
- Web only

PNG

TIFF

PNGs were developed as an improved alternative for the GIF format to combat the colour limitations. Like the GIF, PNGs use a lossless compression, allowing for easy storage, sharing and are ideal for use on the web.

PNGs are low in resolution and not suitable for print (unless you know a lovely design agency who will convert to another format for you).

TIFFs are the most widely supported format across all platforms. Typically large files, they are used to store original images or artwork without any quality loss.

SUITABLE FOR

- Storing original high-quality images/graphics

SUITABLE FOR

- Web use

PROS

- Widely accepted
- Lossless

CONS

- Web only
- Only support RGB colour

PROS

- Lossless, high-quality images
- Compatible with lots of formats

CONS

- Large file size
- Not great for web use

PDF

PDFs (Portable document format) were created to improve the ease of sharing documents and are compatible across multiple platforms, software and operating systems. A document is converted to a PDF when it does not need to be modified and can be printed, emailed, linked to and downloaded with ease. That's what we like.

SUITABLE FOR

- Sharing information
- Reviewing information

PROS

- Easily shared
- Downloadable from link
- Printable

CONS

- Non-editable (without software)

PSD

PSDs are PhotoShop files, a format developed by Adobe. Often used in design, these are created when editing or manipulating photographs, graphics, or digital and website design.

SUITABLE FOR

- Image manipulation in PhotoShop
- Web and digital design

PROS

- Lossless
- Support layering
- Editbale

CONS

- Requires software to edit
- Large file size

AI

AI stands for Adobe Illustrator and, like a PSD, is a file format developed by Adobe. Used to create vector-based designs, AI files are artwork files used to create EPS and PDF files.

SUITABLE FOR

- Creating vector based artwork
- Exporting EPS and PDF files

PROS

- Scalable to any size
- Compatible for vectors
- Editable

CONS

- Requires software to edit

EPS

EPS files can contain vectors (a digital image created using paths and shapes which are not made up of a grid of pixels so can be scaled to any size without hindering quality), images, and text. Often used in the creation of logos or large-scale artwork, EPS files are supported by many editing software applications.

SUITABLE FOR

- Logo creation
- Large scale

PROS

- Scalable to any size
- Lossless
- Compatible for vectors
- Ideal for printing

CONS

- Requires software to edit

INDD

An INDD or an IMDL (an older file version) is a file type used by Adobe InDesign. InDesign is used in the creation of page layouts and can contain images, objects, and text styling. Can be used for designing newspapers, books, brochures, and other professional layouts.

SUITABLE FOR

- Designing artwork for print and digital

SUMMARY

- If the images are for the Web or online, use JPEG, PNG, or GIF. (72 dpi versions)

- If the images are for print, use .EPS (Vector), .PDF (Vector) or .TIFF (300dpi).

- If you want to keep a version that remains editable, choose your software's native file format.

- If you want to supply a file to a printer use a .PDF (press quality) or .EPS

PROS

- Editable

CONS

- Requires software to edit