

FILE FORMAT & IMAGE GUIDE



Overview

- File Formats
- Rastor vs Vector
- Color Types
- Print vs Web Resolution
- Submitting Files

FILE FORMATS

	FILE FORMATS	USES	DETAILS
COMMON VECTOR FORMATS	AI [Adobe Illustrator]	<ul style="list-style-type: none"> • Logos • Icons • Illustrations 	Vector-based file that is created using Adobe Illustrator.
	EPS [Encapsulated Postscript]	<ul style="list-style-type: none"> • Logos • Print Design 	Ideal for logos and illustrations. Can be scaled to any size without losing quality. It is a vector if saved using Adobe Illustrator.
	PDF [Portable Document Format]	<ul style="list-style-type: none"> • Design Previews • Final Print Design File 	This file is used for sharing design previews via email. It is normally a high quality file that can be used to pull various color and design elements including logos. NOTE: It is a vector if saved using Adobe Illustrator. Scanned pdf pages are not considered vectors.
COMMON RASTER FORMATS	JPG or JPEG [Joint Photographic Experts Group]	<ul style="list-style-type: none"> • Photos • Image for Website • Web Banner Ads • Image for Email • Previewing Designs 	This file is typically used for photos (most common format on digital cameras). It can also be used for web based designs for quick load time. Photoshop contains an option to save as web jpg. It does not support transparency so the image will show a white background. Good for previewing design work.
	PNG [Portable Network Graphics]	<ul style="list-style-type: none"> • Image for Website • Web Banner Ad • Image for Email • Previewing Designs 	Used for web but lacks animation capabilities. There is an option in Photoshop to save as a web png (PNG-24) which gives a transparent background containing no white behind the image. It can be compressed within certain limits with no loss of quality but has a slower load time than a jpg.
	GIF [Graphic Interchange Format]	<ul style="list-style-type: none"> • Animated Banner Ad • Animated Email • Animated Video 	This format is not suitable for photos since it doesn't use as many colors as a jpg or png but works well for simple images such as graphics with solid areas of color. It does support animation with a separate palette of up to 256 colors per frame. Videos play automatically with no load times.
VIDEO FORMATS	MP4 [ISO Base Media File Format]	<ul style="list-style-type: none"> • Videos 	A digital multimedia format used to store video and audio, along with subtitles and still images. It allows streaming over the internet and is a supported YouTube file format.
	WebM [Windows Movie Maker]	<ul style="list-style-type: none"> • Videos 	Video file format designed for web. This format is supported by YouTube.



RASTER VS VECTOR

RASTER: Pixel based - not easily scaled - pictures and photographs.

VECTOR: Line/shape based - easily scaled - logos and illustrations.

RASTER

PIXEL BASED: Raster images are pixel-based and mostly used for pictures and photographs. Each pixel is a different color that is arranged to display the image. Adobe Photoshop is a great raster editing program.

NOT EASILY SCALED: Rasters don't retain their appearance as they increase in size - when you try to enlarge a photo it becomes blurry.

COMMON FILE FORMATS:

JPG/JPEG [Joint Photographic Experts Group] - Most common format used by digital cameras. It is used for web based designs for quick load time. Adobe Photoshop contains an option to save as a web jpg. It doesn't support transparency so the image will show white if there is no color selected for the background. Good for previewing design work.

PNG [Portable Network Graphics] - This option is a format for use on the web but lacks animation capabilities. In Adobe Photoshop, there is an option to save the file as a web png (PNG-24) with transparency, which means that there is no background of white behind the image.

GIF [Graphic Interchange Format] - This format is the second most common for web and it does support animations. Also, it allows a separate palette of up to 256 colors per frame.



RASTER VS VECTOR

RASTER: Pixel based - not easily scaled - pictures and photographs.

VECTOR: Line/shape based - easily scaled - logos and illustrations.

VECTOR

LINE/SHAPE BASED: Vector images are made up of paths with a mathematical formula that tell how it is shaped and what color to be filled or bordered by. It is less common than raster images but works very well for logos and illustrations. Logos should be created using a program such as Adobe Illustrator. They are easily scaled to a large size while maintaining a crisp quality.

EASILY SCALED: Vectors retain a crisp appearance as they increase in size. They can be easily scaled large or small depending on the use, such as a large printed sign containing a logo, t-shirt design with logo or business card.

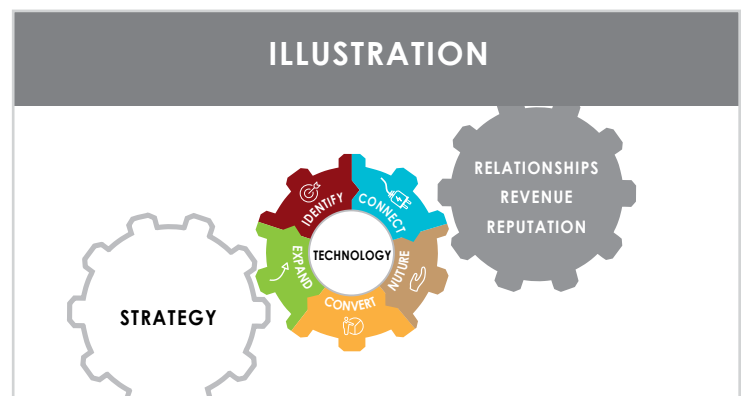
COMMON FILE FORMATS:

AI [Adobe Illustrator] - This vector based file is created using Adobe Illustrator.

EPS [Encapsulated Postscript] - This format is a vector if created using Adobe Illustrator.

PDF [Portable Document Format] - This format is commonly used for sharing design previews via email. It is a high quality vector file if saved using Adobe Illustrator. Design elements such as logos and colors can easily be pulled from this type of file.

NOTE: Scanned pdf pages are not considered vector images.

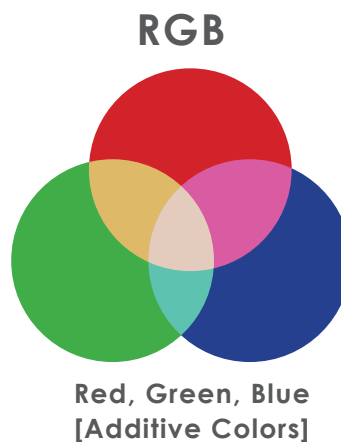


COLOR TYPES

CMYK [Cyan, Magenta, Yellow, Black]: A color model that uses Cyan, Magenta, Yellow and Black to create desired colors. It is normally used for print and the colors can vary from printer to printer.

RGB [Red, Green, Blue]: A color model that uses Red, Green and Blue to create the desired color. It is normally used for web and the colors can vary from screen to screen.

PMS [Pantone Matching System]: Another name you will hear for this is spot color. It is a standardized color reproduction system that allows designers to color match specific colors. The Pantone System allows for many special colors such as metallics and fluorescents.



Sample Pantone Chart



CMYK VS RGB

CMYK refers to ink and RGB refers to light. The colors produced by light have a greater number of colors than the colors produced by ink. RGB colors can be used for images on the web to provide vivid colors when viewed on a monitor but cannot be used for print. You can send RGB files to a digital print device which will convert them to CMYK. NOTE: Once you convert an RGB file to the smaller CMYK gamut, if you convert the file back to RGB you won't be able to get all of the colors back.



PRINT VS WEB RESOLUTION

IMAGE RESOLUTION

Image resolution refers to the detail the image holds. It is measured by the density of pixels or printed dots that make up the image. The smaller the size of the pixels within the image the higher the resolution. In addition to pixels, resolution can sometimes be identified by the width and height of the image.

HIGH RESOLUTION: 300 dpi (dots per inch) - Use for print.

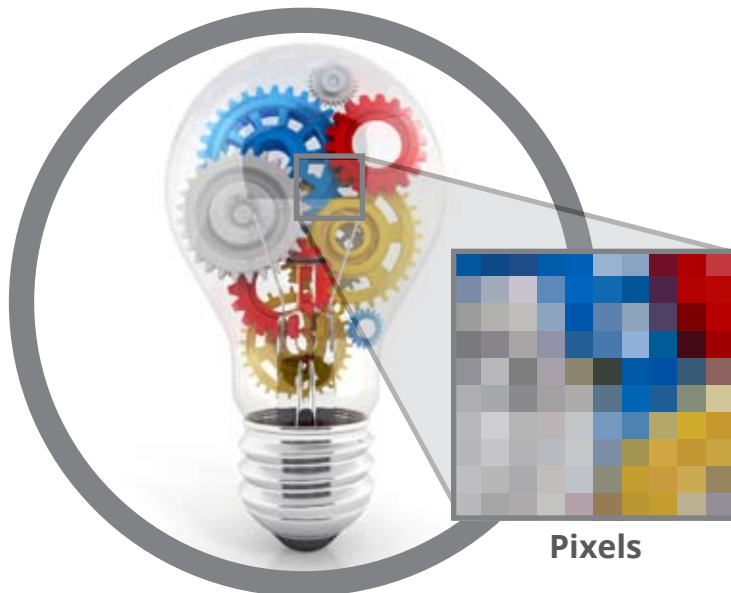
LOW RESOLUTION: 72 dpi - Use for web/screen.

SCREEN VS PRINT RESOLUTION

Screen resolution is measured in PPI (pixels per inch) and print resolution is measured in DPI (dots per inch), though the terms are often used interchangeably.

PPI [Pixels Per Inch]: Screen resolution.

DPI [Dots Per Inch]: Print resolution.



Pixels

300 dpi

[Print Resolution]

Prints crisp with much detail.



72 dpi

[Web Resolution]

Appears blurry when printed.



SUBMITTING FILES

WHAT YOU NEED TO KNOW

In order to receive the best possible quality for your print or web design needs there are certain requirements that you should follow when supplying files to us.

LOGO REQUIREMENTS:

Always provide us with a vector based original logo created in Adobe Illustrator (file format: .ai, .eps or .pdf). All fonts should be outlined, otherwise you will need to supply us with the fonts used in the design. Even if we are creating a website we still ask for the vector so that we can size it accordingly. From the vector we are able to save it to any file format we need (ex: .jpg, .png) for use on the web, email, etc...
Please refer to page 4 for additional information on vector images.

PHOTO REQUIREMENTS:

Always provide us with your highest quality photos at 300 dpi resolution or the largest size height and width you can select on your camera (typically a .jpg). When purchasing stock photos please make sure to select the largest file size you can. Never purchase the web size file since it will appear pixelated if you decide to use the image for print later on. *Please refer to page 6 for additional information on image resolution.*

VIDEO REQUIREMENTS:

If you have an existing video that you would like to include on your website you can provide us with the URL of your YouTube video. If you do not have the video loaded into YouTube you can supply us with a WebM, MP4.

FILE SIZE LIMITS:

Any files under 10MB can be emailed to us. If your file is over 10MB we recommend that you send it to us via FTP or DropBox.





WE PUT **CREATIVITY** TO WORK.



223 S. Main St. | Elkhart, IN 46516 | P: 574-294-6900
info@spearheadsalesmarketing.com | spearheadsalesmarketing.com

© 2016 Spearhead Sales and Marketing