

# Image file formats:

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**EPS File – CMYK Color –300dpi.** This is your fully editable master file that all the other file types are created from. You need specialist software to work with this file called Adobe Illustrator. The EPS file is fully editable with the fonts flattened.

The EPS file is a vector file. All the other file types we send are what is called raster files. Raster files are made up of tiny dots, clearly visible under a microscope. This means that when enlarged in size or reduced significantly in size, raster type files will lose quality. Vector files on the other hand do not suffer from this loss of quality because the image software uses a mathematical technique called vectoring to create the image.

The EPS vector file can be reduced and enlarged using the correct software without any loss of quality. This file format is also used by the majority of professional printers.

**Perfect for:**

- Professional Printing. (Requires Adobe Illustrator the industry standard for professional printers)
- Graphic Design. (Requires Adobe Illustrator the industry standard for graphic designers)

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**JPG File: RGB Color – 300dpi.** These file types are all used for home/office printing in applications like Word or Power Point (you import the image into your document) The resolution of these files is 300dpi which in printing terms is high resolution. We give you several sizes because although it is possible to make your own sizes using the source file (EPS file) few people in reality have the tools to do this. The sizes we send are usually sufficient for most things you want to do personally and if you do need anything else you can get the help of a designer with the correct tools to create other sizes as you see fit.

**Perfect for:**

- Home/Office printing.
- Web Design
- Importing in to Microsoft Office applications like Word, Power Point, Excel, Access etc.

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**PNG File – RGB Color – 72 dpi.** PNG files are a fairly new arrival on the scene. It is a web site file format supported now by most web browsers. The beauty of this format is that the quality of finish is usually high. The PNG file format also resizes much better than Gif files. ***PNG has a transparent background so the logo can be placed over an image, or a background color other than white.***

**Perfect for:**

- Web Design
- Importing in to Microsoft Office applications like Word, Power Point, Excel, Access etc.

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**PDF File – CMYK Color –300dpi.** PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

**Perfect for:**

- Professional Printing. (Requires Adobe Illustrator the industry standard for professional printers)
- Graphic Design. (Requires Adobe Illustrator the industry standard for graphic designers)

## When to use CMYK and when RGB colors?:

**RGB (Red, Green, Magenta):** When you create documents to be printed only on your own equipment at your studio or at home, you'll probably use an RGB-based work flow. Realistically, you might never need to convert to CMYK. Home and office printers are designed to expect and make the most of RGB color documents. If a photo will be both printed on your equipment and viewed on-line, leave it in RGB.

**CMYK (Cyan, Magenta, Yellow, Black):** When you prepare a job for commercial printing most of the time the file will be CMYK, but we suggest you talk to your printing service. They can tell you if you need to specify colors and provide images in RGB or CMYK color, and how to set up color settings in applications such as InDesign and Photoshop.