PNG? GIF? JPG? File Formats. Which do you need?

TIFF (Tagged Image File)

TIFF is a cross-platform format to be used for photographs for print applications. It should not be used when a Vector format is required. TIFF is a good choice for sending a photograph of your company's products to a print magazine.

EPS (Encapsulated Postscript)

EPS files can be used for signage or other uses requiring a Vector file. They are scalable without loss of quality. EPS files cannot be opened on a PC but can be placed into documents. They are a good choice for sending your organization's logo to be made into a sign for your office.

PSD (Photoshop Document) or AI (Adobe Illustrator)

PSD and AI files are native application files that can include layers and vector type. If you need your designer to make changes to your existing file, a layered PSD or AI file would be the best choice to send.

GIF (Graphic Interchange) and PNG (Portable Network Graphic)

GIF and PNG formats use limited colors and work well for type, logos and graphics that will be viewed online. They should not be used for photographs and are not for print applications. Either format is a good choice for sending your organization's logo to an online publication.

Donna (left) and Margery (right)

JPG (Joint Photo Expert Group)

A JPG file should be used for raster images and photos when you need a small file size such as for emails, PowerPoint presentations, and websites. Do not use for logos and type. This is a good choice for sending a photo of your company president to an online publication.

SVG (Scalable Vector Graphic)

An SVG file is used to render 2D vector formatted files and for animation. It's ideal for type, logos, and graphics to be used on the web, because it's scalable without any loss of quality.