

CREATIVE RESOURCES

FILE TYPES AND IMAGES

This comprehensive guide should explain any confusion or questions between the difference in file types & images used for web design & print design. Since Seiz Sign Company is mainly in the business of printing, creating signs and channel letters it is important to recognize the file types & images we need to create the best quality products.

For more information, please contact your sales representative at 501.673.3181.

Vector Raster

WEB USES

SOURCE FILES

for logos, charts, icons, or any hard-edged graphics

OUTPUT FILES

for most web graphics displayed on the screen

PRINT USES

SOURCE FILES

to be sent to the printer

HI-RES FILES

can be printed at 300dpi

FILE TYPES

.ai .eps .pdf .svg

.jpg .gif .png .tif

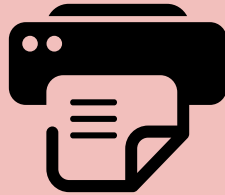
WEB

PRINT



72 DPI RGB

Images intended for the web only need to have a resolution of 72 dpi (dots per inch), which is the maximum resolutions of monitors



300 DPI CMYK

Images intended for print need to have a resolution of 300 dpi (dots per inch), as the printing process allows for much greater detail

WHEN SENDING IMAGES TO A DESIGNER

DON'T PUT IMAGES IN A WORD DOC

It is difficult to extract them and results in lower quality.

ALWAYS SEND A LARGER IMAGE THAN NEEDED

Raster images can be sized down without a loss in quality, but when an image is stretched to larger than its original size, a significant loss in quality occurs.

SEND LOGOS AS VECTOR FILES

Logos usually need to be separated from the background, resized, or otherwise manipulated. Vector images offer the most versatility for these purposes.

MORE ABOUT FILE TYPES

.AI ADOBE ILLUSTRATOR

Default file type of Illustrator, a popular vector-based program

.EPS ENCAPSULATED POSTSCRIPT

Vector file which can be opened outside of Illustrator

.PDF PORTABLE DOCUMENT FORMAT

Self-contained document which preserves vector images as well as fonts or graphics needed to display correctly

.SVG SCALEABLE VECTOR GRAPHICS

XML-based vector image format supported by modern web browsers

.JPG JOINT PHOTOGRAPHIC EXPERTS GROUP

Sometimes displayed as .jpeg— this raster image format is best for displaying photographic images on web browsers

.GIF GRAPHICS INTERCHANGE FORMAT

Raster image format best for simple images made up of solid colors with no gradients

.PNG PORTABLE NETWORK GRAPHICS

Raster image format best for displaying simple images, supports transparency

.TIF TAGGED IMAGE FILE FORMAT

Raster image format best for high-resolution photos

Remember...

Although image editing programs can do wonders, it is always best to start off with the highest quality image possible. You will save time and end up with the most desirable result.