

FILE USAGE GUIDE

.PNG / .JPG

These are **raster** images, meaning they can't be enlarged without destroying the quality of the image. These are both web-safe (.PNG has a transparent background, .JPG has a solid background). While they can't be enlarged safely, they can be shrunk with no issues. These are also compatible with web and social media sites.

.EMF / .WMF

These are **vector** images that are intended for use in bundled software, such as the Microsoft Office Suite (Word, Powerpoint, Publisher, etc.). While these can be enlarged and shrunk without any issues, it's recommended that these only be used for the above mentioned programs.

.SVG

This is a **vector** image that is also web-safe. In the hands of the right developer, .SVG files can be used effectively on websites to produce the cleanest, sharpest quality image at any size. Cannot be used on social media sites like Facebook or Twitter (until those companies allow for this file type to be utilized).

.AI / .EPS / .PDF

These are **vector** images that are intended for print use. While not entirely important, the .AI file is the original artwork file, and should be kept intact as-is. The .EPS and .PDF files are perfect for sending to print shops/apparel shops, as this is what they'll be requesting from you. All ink colors are set and specified in these files.