

GRAPHICS CHEAT SHEET

FILE TYPES

.AI - Adobe Illustrator

A vector based file that can be re-sized as large as needed. Used when creating a logo and sometimes sent to a printer.

.EPS - Encapsulated PostScript

A vector format that can be re-sized without losing image quality. Commonly used with print elements such as business cards or brochures. If you ever question when to use it, ask yourself, "Will this be used as a high-quality print?"

.PNG - Portable Network Graphics

A web-based file that does not lose quality when compressed. PNG files were created to improve on the quality of GIF files and are best used for the web.

.JPEG - Joint Photographic Expert Group

A raster file best used for web-based designs because their compressed sizes load quickly. JPG images lose some quality but are great to use for emails, banner designs or anything web-based.

.TIFF - Tagged Image File Format

A higher quality image than a JPEG or PNG, but is not a vector format like EPS. It is widely used among publishing industries and photographers. It is best used in common things like invoices, page layouts or letterheads.

.GIF - Graphic Interchange Format

A GIF should only be used for web applications when you need a small file size.

COLOR MAKEUPS

CMYK - Cyan, Magenta, Yellow, Black

Used for print pieces. Typically used for photography and digital printing.

RGB - Red, Green, Blue

Used for web work. Images that will be placed on a web page should be saved using this color makeup.

Hexadecimal Colors - (ex. #f8981d)

Hexadecimal Colors are a six character make-up of colors used only for the web.

Pantone® - Spot Color

Pantone is a company that has created an exact color formula. Every brand should have a set of exact Pantone colors to ensure their exact colors are being represented properly. Use Pantone colors during printing when ever possible.



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