

Understanding your file types & usages.

Now we've completed our project and you have all the files you need to take your brand to the next level, it's important to make sure you're using the correct files for the correct applications. Otherwise, colours may change subtly, load times may increase, image quality may decrease, and results may be inconsistent.

File Types



= For Web Use



= For Print Use

.PNG

A Portable Network Graphic (.PNG) is a type of raster image file. It's a particularly popular file type because it can handle graphics with transparent or semi-transparent backgrounds.

.SVG

A Scalable Vector Graphic (.SVG) is a vector-based format used for displaying graphics which can be scaled up and down without any loss of resolution.

.JPG

Joint Photographic Experts Group (.JPEG/.JPG) is one of the most widely used image file formats. Able to compress impressive detail into small file sizes due to its inability to support transparent backgrounds.

.PDF

A Portable Document Format (.PDF) is a versatile file format used to present and exchange documents reliably. It is often the leading file format for print and archival purposes.

.AI

Adobe Illustrator (.AI) files are the native file format for Adobe's graphic design programme. AI files can be edited directly, allowing for the design initially and can be reused or altered easily.

.TIFF

A TIFF file or Tagged Image File Format is a high-quality image format that stores high-quality raster graphics. They're best for print due to the larger file sizes and because they support CMYK making them ideal for print use.

Colour Models



= For Web Use



= For Print Use

RGB

The RGB colour model is an additive colour model in which the red, green and blue primary colours of light are added together in various ways to reproduce a broad array of colours. It is mostly used for digital colour application as it can achieve colours that aren't possible using other models.

CMYK

The CMYK colour model (also known as process colour, or four colour) is a subtractive colour model, based on the CMY colour model, used in colour printing, and is also used to describe the printing process itself. CMYK refers to the four ink plates used: cyan, magenta, yellow, and key (black).

PANTONE

The Pantone Matching System (PMS) is a standardized colour reproduction system used primarily in printing. Each Pantone colour has a unique code, making it ideal for ensuring consistent colour matching across different print jobs and materials. It's especially useful for branding where colour accuracy is crucial.