

file type cheat sheet

output	file(s)	name	best usage tips
Website Images	JPG	photo.jpg	keep low file size for faster loading + improved SEO (100kb or less + 72dpi)
Website Logo/Graphics	PNG, SVG	icon.png logo.svg	PNG files have transparent backgrounds. SVG logos are great for responsiveness.
Social Media Graphics	JPG	instagram.jpg	Use PNG logo files (or brand graphics) to build your posts, but save for upload as JPG
Print Items - Logo/Graphics (brochures, ads, business cards, posters)	AI, EPS	logo.ai graphic.eps	Ask your designer to make sure all fonts are outlined or embedded
Print Marketing - Images (brochures, ads, business cards, posters)	JPG, TIFF	image.jpg image.tiff	High file size and resolution (normally over 1MB, 300dpi for high quality print)
Print Marketing - Final Files (brochures, ads, business cards, posters)	PDF	printfile.pdf	Your final design should be sent to the printers as a high resolution PDF
Packaging	AI, EPS	logo.eps box.ai	Ask your designer to make sure all fonts are outlined or embedded
Signage	AI, EPS	logo.eps logo.ai	Ask your designer to make sure all fonts are outlined or embedded

