

»» What's the deal with all of these file types?

VECTOR FILE TYPES

.AI: This is the original Adobe Illustrator file. Hang onto this even if you can't open the file. Designers in the future with the right software will be able to open and edit it if need be.

.EPS: This is a scalable vector file, so it never gets pixelated, no matter how much you enlarge it. It has a transparent background. You may not be able to view or open this file, but keep it because t-shirt companies, print shops, designers, and design professionals looking to use your logo will ask you for this file. If you don't keep it, they may have to re-create it from a .JPG and you could get charged for that.

.PDF: This is a self-contained document which preserves vector images as well as fonts or graphics needed to display correctly.

.SVG: This is an XML-based vector image format that is supported by modern web browsers.

RASTER FILE TYPES

.PNG: This is a raster format file with a transparent background. The file size is smaller than the other file types which makes it ideal for quick loading of webpages, but it will lose quality if you try to enlarge it.

.JPG: This is a raster format file that most people are familiar with. It's best used for displaying photographs. It will get pixelated if enlarged too far, and cannot have a transparent background. This is sometimes displayed as .JPEG.

.GIF: This is a raster format file that's best for simple images made up of solid colors (no gradients).

.TIF: This is a raster format file that's best used for high-resolution photos.

NOTE: Just because a file is saved in one of these formats, does not mean that it is truly vector art.

Sometimes people open raster files in Adobe Illustrator and re-save the file in a vector format, without recreating the art using the vector editing tools. Only art originally created in a vector editing program, such as Adobe Illustrator, is truly vector art. If you want to be sure your file is vector, have a commercial printer or graphic design professional check the file for you.