

**A quick guide to file types.** Knowing what the end-use of a file starts with the way a file is provided. If you've ever been asked to provide a file for your marketing needs but haven't a clue what they're asking for, here's a quick guide to help you understand.



JPG

A lossy (compressed) graphic file that are relatively small in size but can still keep fine details. Photos and full color logos with gradients still look good saved as a .jpg. Best for high detail web images.



AI

An illustration vector-based file that can be scaled. AI is created in Adobe Illustrator, but is similar to an .eps file from other illustration programs.



PSD

Raster working file to be modified in Photoshop. Commonly used for original high resolution photos for editing and manipulating.



ZIP

A compressed folder of one or more files for storage or transmission.



PNG

A small image file with transparent background. Best to use on your website when you want to put the image over a color background.



PDF

Captures all of the elements of a document as an electronic image used to view or print. PDFs can also be used for an electronic form and are easy to email. PDFs are read by Adobe Acrobat, a free download software. To edit a PDF and create forms you must purchase the pro version.



GIF

Low resolution, small file size with reduced colors that can be animated. Images with solid colors are best for a gif.



MP3

Sound format for compressing into a very small file (about one-twelfth the size of the original file) while preserving the original sound quality.



MOV

A common multimedia file mainly for saving movies and other video files. It's commonly used in Quicktime for viewing video.