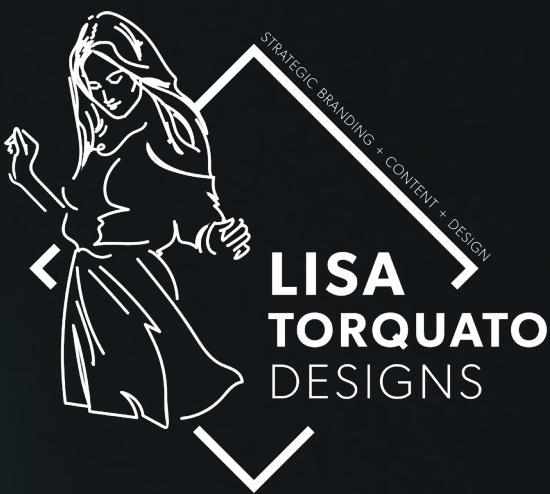


File USAGE GUIDE





hey again!

So you recently received your tears-of-joy-producing LT Design. Lucky for you, it comes with all the file formats you'll EVER need.

But then you notice each file has a bunch of letters at the end, you have no idea what to do with. All you want is to snap your fingers and BAM! New stuff magically appears on all of your documents, email signatures, social media profiles, flyers, and brochures. Well there's something you should know...

NOT ALL FILE FORMATS ARE CREATED EQUAL.

Don't worry! It's time to learn about file types and usage. You'll be a pro.

Hope this helps,

lisa



JPEG/JPG FILE



STANDS FOR

Joint Photographic Experts Group (the name of the team that developed it).

PROS

Widely used and accessible. Compresses really well. Provides a smaller file size and faster loading time. Capable of featuring millions of colors.

CONS

Smaller size means increased pixelation during compression. This just means JPEGs don't expand incredibly well, and aren't the best at displaying sharp lines or edges. While they support many colors, you might lose color detail.

TO USE, OR NOT TO USE?

As one of the most widely used image file formats, JPEGS are great for a lot of things- especially web related things. They're not great when an image size needs to be increased much past the original file size. But when kept at original size, JPEGs look sharp on a computer monitor. You also shouldn't use a JPEG when you need a transparent background or a layered, editable image, because JPEGs are a "flat" file format... all file elements are saved into one image layer with a default white background. Individual elements can't be pulled out or edited separately.

IDEAL USES INCLUDE

Images on your website that don't have to be stretched too large.

Photographs you want to include in your newest email marketing campaign.

Social media banners.

When you're sending a client proofs, and the file can afford to be a lower-quality image.



PNG FILE



STANDS FOR

Portable Network Graphics.

PROS

PNGs have built in transparency, meaning they are perfect for when you need the file to float on top of another graphic or solid color. They also have deep color depths and will leave you with a more vibrant image than many other file types.

CONS

File sizes can get pretty large.

TO USE, OR NOT TO USE?

PNGs are perfect for higher-quality web graphics, especially those that require a transparent background. If you're trying to keep your file size particularly small, you might not want to use a PNG. And while you definitely can print this file format, it is optimized for the screen. For print projects, you're better off using a different format.

IDEAL USES INCLUDE

Your logo that is going to be placed on a colored background.

A line vector you want to put on your website.

Infographics or other internet/social media content that requires a high quality image than a JPEG.

SIDE NOTE: The PNG file format is kinda like a new and improved GIF (Graphics Interchange Format). The two file types are similar, except GIFs have a 256 color limitation and PNGs have better compression properties. Change takes time though- even though PNG files are widely supported, GIF is still the most popular online format (it does support graphic animation, while PNG does not)... Just some extra info in case you see a GIF file name floating around!



TIFF/TIF FILE



STANDS FOR

Tagged Image File Format.

PROS

An extremely high quality image. Preserves an image's layers (individual components). Works in just about any program.

CONS

File sizes tend to get pretty large.

TO USE, OR NOT TO USE?

A TIFF is kinda like a super detailed JPEG- when you save an image as a TIFF, it doesn't lose any detail or color. TIFFs use CMYK color and are good for any type of bitmap (pixel-based) image. Uh... what does all this actually mean? Basically, TIFFs are optimized for print and photography. But don't use this format when you're working with web graphics. Your content will take forever to load.

IDEAL USES INCLUDE

Any high-resolution image.

Printing out those professional-looking headshots ya just got.



PSD FILE



STANDS FOR

Photoshop Document.

PROS

Preserves an image's layers, transparency, adjustment layers, clipping masks/paths, layer styles, blending modes, vector text, shapes, etc. for future edits.

CONS

Can only be opened in Adobe Photoshop.

TO USE OR NOT TO USE

As Photoshop's native format, that's pretty much the only place you want to open this file.

IDEAL USE

Photoshop edits.

Photoshop edits.

Photoshop edits.



PDF FILE



STANDS FOR

Portable Document Format.

PROS

A near-universal standard format. Displays documents, images and graphics correctly- no matter the application, operating system, internet browser or device. All changes leave a digital trail, they can be password protected and are relatively un-editable- making them perfect for sensitive documents.

CONS

Once a file is saved as a PDF, it is essentially non-editable.

TO USE OR NOT TO USE

If you're still editing your document, go with another format. This is the one to use only once you have your full, final document ready to go. When your goal is to produce a high-quality print job with precise page layout and high resolution images, use a PDF. They're also perfect for sharing documents with your clients/vendors/etc., are easy to email and often the desired file delivery format of printers.

IDEAL USE

Sending your new brochure to print.

Linking your restaurant's full menu file on your website.

Private legal papers you're sending to your attorney.



EPS FILE



STANDS FOR

Encapsulated PostScript (often the format for vector graphics).

PROS

Infinately scalable- no matter the size, a EPS file will always appear at the correct resolution.

CONS

Used primarily as a vector format. Cannot be edited, other than in a program such as Adobe Illustrator.

TO USE OR NOT TO USE

This file format is considered the best choice of vector graphics for high resolution printing or illustrations because they are resolution-independent. Typically, an EPS file is a single design element than can then be used in a larger design project.

IDEAL USE

Your logo on various print pieces.

Graphics that you know will be part of a larger illustration.