GUIDE TO IMAGE FILE TYPES

	WHAT IT IS	WHEN TO USE IT
PDF	Portable Document Format (PDF) is a file format used to present documents from any application, on any computer, with anyone, anywhere	• Downloadable forms or documents • Composite documents to be sent to print
JPG	The most used image file format is used to store photos all over the world, this file format has different qualities like low, medium and high. The most common uses of photos with this format is to post on social media, share on email, publish on websites, and more.	• For images with a lot of different colors, like photographs • To reduce the file size of highly detailed images
TIFF	The most used file format by photographers and designers because they are not compressed at all. You can use it with any photo editing software to edit images but keep in mind the file size for images saved with TIFF will be higher.	• For images you want to store on your computer without losing details • For images you need to print
GIF	GIF is a widely used web image format, typically for animated graphics like banner ads, email images and social media memes. They can be exported in a number of highly customizable settings, which in turn reduces the file size.	• For simple images like icons that have very few colors • For animated images
PNG	PNG images are ideal for web graphics, especially logos, illustrations, and graphs. They can shrink to very small file sizes when colors and elements are limited. The greatest advantage of a PNG is that the image can be fully transparent, allowing you to place illustrations and designs atop backgrounds.	• For images with transparent backgrounds • For small images like logos • When you want to retain the quality of a detailed image, and file size doesn't matter
PSD	PSDs are files that are created and saved in Adobe Photoshop, the most popular graphics editing software ever. Photoshop works with raster images as opposed to vector images, meaning that images are created with pixels and therefore cannot be enlarged without loss of resolution.	• For high quality images • For images that can be manipulated
AI	Adobe Illustrator Document, AI is, by far, the image format most preferred by designers and the most reliable type of file format for using images in all types of projects from web to print, etc. Illustrator produces vector artwork, the easiest type of file to manipulate.	• AI files can be saved as any image file type • Used for vector logo creation as the file can be edited and resized without any loss of quality
EPS	Encapsulated Postscript, EPS is a file in vector format that has been designed to produce high-resolution graphics for print. Almost any kind of design software can create an EPS. The EPS extension is more of a universal file type (much like the PDF) that can be used to open vector-based artwork in any design editor, not just the more common Adobe products.	• Used by anyone who needs to alter a vector without access to Adobe Illustrator