

Brand Kit

File Guide.

 File types for digital purposes

 File types for print purposes


Version 1.2



AVAILABLE

COMING SOON


IMAGE FILES




PNG

PORTABLE NETWORKS GRAPHIC

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.







JPEG

JOINT PHOTOGRAPHIC EXPERTS GROUP

A popular image format that is commonly used for photographs and web graphics. Its lossy compression makes for smaller file sizes than PNG, but does not support transparent backgrounds.







EPS

ENCAPSULATED POST SCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.





VECTOR FILES




SVG

SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation. They can be used for basic print projects, but use .eps or .ai for more quality printing situations.










PDF

PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's commonly used for printing and easily sharing documents online.









AI

ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for you. Some print shops will request this file when prepping a project for print.





COLOR MODES




RGB

DIGITAL (RED, GREEN, BLUE)

The color space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colors. Use CMYK or Pantone files for printing purposes






CMYK

PRINT (CYAN, MAGENTA, YELLOW, BLACK)

CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic colours used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.





PANTONE/SPOT

OFFSET PRINT

Pantone is a standardize system for colour. Unlike CMYK, A Pantone or spot colour is a single colour that is a precise mixture of inks. Their colour accuracy is superior to CMYK, but can become costly using more than three colours.

