

Your File Package:

PDF [The Everyman] The PDF is the friendliest of files. Almost anyone can open it. It can be viewed in Adobe Reader, which can be downloaded for free online. It can also be placed in most graphic design and desktop publishing applications. If handled properly it will maintain vector editability and protect your fonts.

EPS [The Elitist] The EPS is the file for people in-the-know. Graphic Designers, Print Vendors & Web Developers are likely to request an EPS for their work. When saved correctly, it will keep all of your art's vector properties and embed your font information. Typically, an EPS can only be opened in a graphic design application like Adobe Illustrator or Corel Draw. Don't get mad at the EPS if it doesn't open for you. It's a snooty file for sure, but we need it on our side.

PNG [The Modernist] The PNG is a raster graphics file ready for the Web. It features the ability to utilize a transparent background which comes in mighty handy when you need to place it on anything but white space.

JPEG [The Panhandler] The JPEG does equally low-quality work for everybody. Most desktop applications accept a JPEG with no questions asked. It can be tricky to work with, considering that it never has a transparent background. In most cases, the JPEG needs a nice open white space in your email, Quickbooks or Word document to look right.

TIFF [The Enigma] The TIFF comes from a bygone era of mystery when there was no internet and dinosaurs still roamed the earth. Meant for maintaining the editability of raster graphics, the TIFF still comes into demand every once in awhile by an old school print shop or publishing house.