

What format do I need?

Logos

RGB	This is the colour space (Red, Green, Blue) for digital, web and Microsoft Office assets
CMYK	(Cyan, Magenta, Yellow, Black) This is the 4 colour mode used by commercial printing equipment to create full-colour graphics and images. The printing process involves combining varying amounts of the different colour inks to produce a full spectrum of colour.
PANTONE	This is for print only, where we can't print in 4 colour (CMYK). Pantone is the global colour authority and provider of professional colour standards for the design industries.

File formats

PDF	Portable Document Format, for viewing assets created in other applications, or even printing assets using a Print or Press PDF.
<u>Raster files</u>	Raster files are images built from pixels – tiny colour squares that, in great quantity, can form highly detailed images such as photographs. The more pixels an image has, the higher quality it will be, and vice versa.
JPG/JPEG	One of the world's most widely used image file formats. Able to compress impressive detail into a shareable file size, JPEGs are most helpful in storing and sharing digital images. They're ideal for social, email, and blog content. JPEGs have a solid background, not transparent.
PNG	A type of raster image file, particularly popular with web designers because it can handle graphics with transparent or semi-transparent backgrounds.
PSD	File format of Adobe Photoshop. Most commonly used by designers and artists, can store multiple layers, images, and objects, often in high resolution, making it the industry-standard for creatives.
TIF/TIFF	Tagged Image File, an image file format for storing raster graphics images, popular among graphic artists, the publishing industry and photographers.
<u>Vector files</u>	Vector files use mathematical equations, lines, and curves with fixed points on a grid to produce an image. There are no pixels in a vector file. A vector file's mathematical formulas capture shape, border, and fill colour to build an image. You can scale a vector image to infinity without impacting its quality.
AI	Adobe Illustrator file format, vector file format, used for creating logos and illustrations.
EPS	Encapsulated PostScript. Vector file format, was created by Adobe back in 1992. It's a standard graphics file format intended for placing images or drawings within a PostScript Document. Typical uses: Logos and illustrations.

For Office apps/email

Use JPEG and PNG files. JPEG has a solid background, PNG transparent background.

For print

Use AI/EPS/TIF/JPG/PSD/PDF