File Types Guide

🌐 For Online Use   🗐 For Print Use

.JPEG

🌐

This file type is small and can become pixelated when resizing, but it is the most common used file type and **quick to use**.

.PNG

🌐

Similar to the .JPEG (photo) file type, however it has a **transparent background**. Great to overlay over images or colored backgrounds.

.SVG

🌐 🗐

File can be used on websites and documents. It is **scalable without getting pixelated** (vs photos).

.PDF

🌐 🗐

A **universal file type**. PDFs are great for web/online use, emailing, and printing.

.AI

🌐 🗐

File directly from **Adobe Illustrator** and used by printing companies.