

## HOW TO CHOOSE

# FILE TYPES

### FOR ONLINE



Choose a **.jpg** if you're looking for the smallest file size for uploading or if your file is simply a photo with no other graphics or text.



Choose a **.png** if you need a transparent (clear) background or if your file contains text - .pngs offer better clarity for fine lines.



Choose an **.svg** for simple web graphics like logos, illustrations, and charts that will be displayed on modern browsers. Do not use for complex images.

### FOR PRINT



Choose a **.pdf** first if you're sending a complex file to a printer that includes text, images & graphics - .pdfs offer high resolution for printing.



Choose a **.jpg** if you cannot send a .pdf and if your file is a photograph or an art image that does not contain text and does not need a transparent background.



Choose a **.png** if you need a transparent (clear) background, your file contains text, and a .pdf isn't an option.

### HAVE A FILE YOU CANNOT OPEN?

Have a file with the extension .ai (Illustrator), .indd (InDesign), .psd (Photoshop) or .eps (Encapsulated PostScript)? You might not be able to open these files without the proper programs. But keep them! These are the original source files and are easiest to edit.

### SENDING FILES TO A DESIGNER?

Put all related files you have in a folder and zip it up. Make sure you include any source files (.ai / .indd / .psd / .eps). Then, send! It's always better to err on the side of too much info rather than not enough.

QUESTIONS? Send an email! [linda@lindadoesdesign.com](mailto:linda@lindadoesdesign.com)