



# FILE TYPE CHEAT SHEET

*Start Using Images That Look Great*

When you're saving images for your website, social media, or even a new printed ad – you'll want to make sure they look great. This cheatsheet is a quick overview of the different file types and what they're best used for.

## **.JPEG Images**

- Perfect for both print and online images. May lose quality if resized (save at the exact size you need it for); Loses more quality if shrunk.

## **.PNG Images**

- Great file type to use if you need more exact colors in your image or if you need a transparent background. Originally a low-resolution file. Not recommended to use for print work.

## **.GIF Images**

- Animated image files or to use for small, simple images with not many colors. Works with 256 colors from RGB. Small file size and fast loading (so it's best used online).

## **Other File Types (.AI, .EPS, .PDF, .TIFF, etc)**

- These files are considered vector files. You will need a special program to open these. Most flexible in resizing, but takes expertise to work with them.