

# File Formats At-A-Glance

## Works best for print



Vector or raster format that can be universally viewed.



Vector-based original, editable, working file.



Vector file that can be modified in Illustrator.

## Works best for digital



Compressed raster image with reduced file size while maintaining high image quality.



Uncompressed, raster image that can be used in any software.



Vector image that can be used online.

## Who uses the file format and what do they use it for?

### Developer



Websites.  
Apps.  
Signage and other digital applications.

### Client



Email Signatures.  
Social Media.  
Word Documents.  
PowerPoint.

### Printer



To create any printed material from brochures to books to t-shirts to billboards.

## Why is it the right file format?

### Universal



Anyone should be able to open and view these files.

### Editable



Vector files that can be edited by design programs.

### Scalable



Vector files that can be resized without losing resolution/image quality.

### Transparent



Files that may have a transparent background.