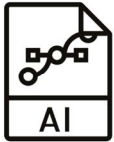# FILE GUIDE

AI file is an Adobe Illustrator file. That means that it's a vector document, and even though it may contain raster-based imagery, it still makes shapes using geometry, as opposed to pixels.

PNG stands for Portable Network Graphics and is a raster-graphic file-format that supports lossless data compression. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors.

A **PDF** document, should look just like the printed version of the same doc, including all of the graphics, colors, fonts, text, and so on. PDF can also be turned into a fillable document.

SVG stands for Scalable Vector Graphics. SVG files are also vector-based and were designed to be used on the web, and allows web designers to build a font into their pages, and scale it dynamically based on the user's browser.

JPEG stands for Joint Photographic Experts. A JPEG or JPG is the image format of the web, which uses "lossy" compression. JPEG images should only be used in case you want small sized, portable images with smooth edges and color contrast, irrespective of the image quality.

EPS stands for Encapsulated PostScript. An EPS may contain 2D vector graphics, bitmap images, and text. EPS files also include an embedded preview image in bitmap format.

And many more...

KEEP IN THE LOOP

Keep up to date with new content, tricks, tips or some quirky illustrations by following along with my socials or simply just looking out for one of my little emails.

I hope this File Guide has assited you with understanding the files you have or may receieve. If you are ready for the design stage and need some assistance, i would love to help you!

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