

presents

file formats

EPS

best used on printed materials (annual reports, stationery, signs)

high resolution: maintains high quality at any size

can overlay patterns/images; file consists of outlines; no background

JPEG

best used on digital materials (website, email, online ads)

low resolution: cannot be scaled larger than original file size

cannot overlay patterns/images; file is opaque (non-transparent)

PNG

best used on digital materials (website, email, online ads)

high quality; large file size; cannot be scaled larger than original size

can overlay patterns/images; file has transparent background