



# FILE GUIDE

*for images*



A HANDY GUIDE TO HELP YOU  
GET THE MOST OUT OF  
YOUR LOGO FILES & IMAGES



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# FILE FORMATS



## RASTER

### **Pixels**

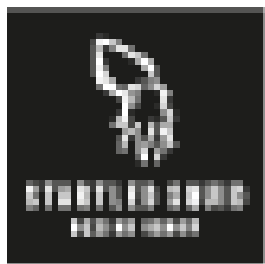
Raster files are made up of lots of tiny dots of colour (*pixels*), arranged in a grid format. If you enlarge a raster image in a program like Microsoft Word or virtually any program where the image is 'dragged' larger, the pixels stretch and the image becomes pixelated (grainy, blocky or fuzzy). The more the image is enlarged, the 'grainier' it will become. The same may be true when scaling-down large images because pixel information may be discarded.



## VECTOR

### **Mathematical formula**

Vector files aren't made up of pixels. Instead, colours and shapes are created using a series of 'points' which link to each other and form a grid-like map. If the image is enlarged, the 'points' use a mathematical formula to reposition and this enables the file to maintain quality at virtually any size (large or small). Logo files should always be designed as Vectors to future-proof your design (your vector version will usually be supplied as a PDF).



*Raster image at original size vs enlarged*



*Vector image at original size vs enlarged*

# RESOLUTION & FILE SIZE



## RESOLUTION

Refers to the number of pixels per inch (usually 72ppi, 150ppi or 300ppi).

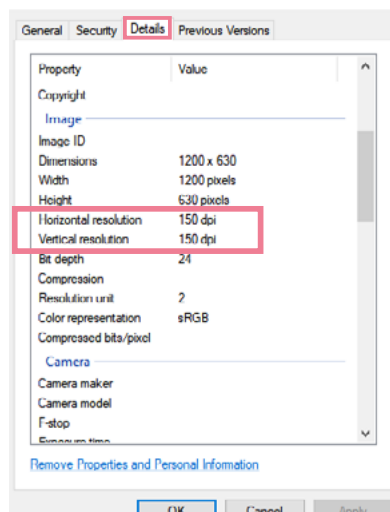
**72ppi** is recommended for most on-screen uses; particularly for websites and email where images need to load quickly before a viewer gets distracted by something else.

**150ppi** is recommended for Facebook and some other applications which compress your files when uploaded.

**300 ppi** is recommended for print (though vector is preferred, if available)

Certain file types will specify the resolution

>> *Right-click* on a file and select 'Properties', then navigate to the 'Details' tab.



## FILE SIZE

Refers to storage size (the amount of disk space a file consumes).

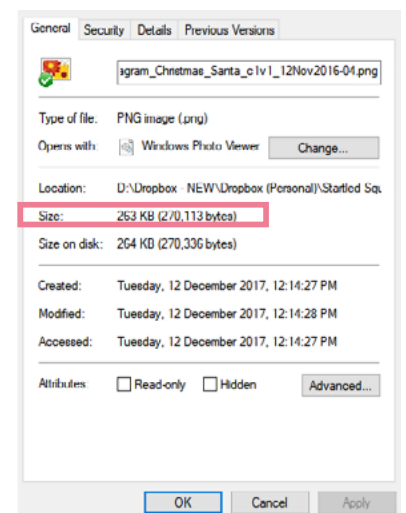
**KB / kilobit** = 1,000 bits

**MB / megabit** = 1,000,000 bits

**GB / gigabit** = 1,000,000,000 bits

**TB / terabit** = 1,000,000,000,000 bits

You can usually find this information by *right-clicking* on a file and selecting 'Properties'.



Generally speaking, the higher resolution a file is, the larger the file size and the longer it will take to open or load on a screen; particularly if being viewed on the web where the information has to be downloaded to the viewer.

# COLOUR FORMATS

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## RGB

### **For on-screen use**

RGB stands for Red Blue Green, which are the colours used by screens such as monitors, laptops, smartphones and tablet devices. Screens project light through the colours which allows for a much broader spectrum of colour compared to what can be achieved in print.

If you use a CMYK file for on-screen use, the colours will convert and may not be accurate.

## CMYK

### **For printing**

CMYK stands for Cyan, Magenta, Yellow, Black (Key). These inks are mixed together to create various shades and tints. The palette is more limited compared to RGB because there's no backlight on a printed product. Imagine printing onto a sheet of paper and then holding it up to the light. The colour will appear different. This is what your monitor can achieve, but your printer can't.

# COMMON FILE TYPES



## PDF

- High quality
- Large file size
- Suitable for RGB and CMYK
- Supports vector
- Viewable by most people
- Cannot be opened/viewed by some programs (e.g. social media)
- **Recommended for PRINT**

## EPS

- High quality
- Editable elements (if opened in a suitable program)
- Supports vector
- Cannot be opened/viewed by some programs
- **Recommended for PRINT / design editing**

## JPG

- Average/Low quality
- Small file size
- Compatible with most programs
- Quality may degrade each time file is opened/used and re-saved
- Does NOT support transparency (background will be white)
- Quick to load / view
- **Recommended for websites & email**  
Ideal for situations where images need to be viewed quickly to enhance user experience (e.g. e-newsletters)
- **Also recommended for non-professional printing**

## TIFF

- High quality
- Large file size
- Supports transparency
- **Recommended for PRINT**

## PNG

- Good quality
- Medium file size
- Compatible with most programs
- Supports transparency
- **Recommended SCREENS & social media** (particularly Facebook)

***Did you find this guide useful?***

We provide our customers with everything they need to get the most out of the files we provide, leaving us free to do what we're best at -

***strategic, results-driven design.***



***Contact Us***

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