WHICH IMAGE FILE TYPE SHOULD I USE?

Web / Digital
JPG, PNG, GIF

Print Materials
EPS or PDF

Apparel, promo items, swag, publications, etc.

Video
JPG or PNG

Export final video as MP4

Find more image resources!

.EPS (Encapsulated Postscript)

EPS is a vector file, which can be used at any size without loss of resolution or quality. Printers typically require EPS files. Design programs like Illustrator are needed to open and edit an EPS, but an EPS can be imported into many document types.

.JPG (Joint Photographic Experts Group)

JPG files are made of pixels and have size limitations. Resizing a JPG stretches the pixels, which can result in a blurry image. JPGs are best used for digital resources, like websites, social, etc.

.PNG (Portable Network Graphics)

PNGs are similar to JPGs, but they retain higher image quality and can have transparent backgrounds. PNGs are great for digital and web uses, especially images that include text.

.GIF (Graphics Interchange Format)

GIF supports far fewer colors than PNG / JPG. While GIF files are often smaller, the image is also not as sharp. GIF is a go-to format for animated images, like memes or web graphics.

.PDF (Portable Document Format)

PDF is a unique file type from Adobe, which creates a precise, high-quality replica of any file. PDFs should only be used on websites as a print option. Ideal for file sharing and can be used for printing.