

# What format should I use?

QUICK + EASY REFERENCE GUIDE



# Formats

# When to use it

## VECTOR Scalable without losing resolution



Original Adobe Illustrator design files

- **Print & web/digital**
- Your printer or designer asks for your logo



Editable in Illustrator

- **Print & web/digital**
- Your printer or designer asks for your logo



Designed for web usage,  
Editable in Adobe Illustrator

- **Web & digital only**
- Your web designer asks for your logo
- icons, illustrations, graphic elements

## BITMAP Not scalable. Must be created to-size in the proper color format (RGB or CMYK)



High-quality compressed image,  
Supports 16+ million colors

- **Print & web/digital**
- Photos that don't require transparency



Supports transparency  
and 16 million colors

- **Web & digital only**
- Photos that require transparency

**Still need help?**  
**Let's talk!**

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