

THE AFTER CARE YOU DESERVE

FILE GUIDE

The ultimate guide to never
worrying about when to use
what.

**HOW TO USE YOUR BRAND
IDENTITY**

JPEG - PNG - EPS - PDF

.JPEG

JPEG is the most common format, JPEG is pixel-based which means that when you want to scale the file the quality becomes less and gives a blurry effect on it. The format is often a graphic or photo, JPEG has no transparent background.

USE ME IF



- You want to upload a graphic, logo, or photo on your social media channel or website.

DON'T USE ME IF



- You need your logo or graphic with a transparent background.
- You want to print anything to the printer.

.PNG

PNG has the same format as JPEG, only PNG has the option of a transparent background. PNG files are also often larger files.

USE ME IF



- You want to use a picture with a transparent background

DON'T USE ME IF



- If you want to upload any picture or graphic on social media, they will scale it down and the quality will be lowered.
- You want to print anything to the printer

.EPS

EPS files are vector-based formats, you can adapt these files in Adobe, this can be easy if you work with a website developer that has access to the creation. Do not make any changes to this file.

USE ME IF



- You want to share the file with another designer
- You want to print large scale prints

DON'T USE ME IF



- You want to use this format to upload a picture to your website or social media channel, this will not work.

.PDF

A PDF format can have different functions, a PDF can consist of several pages, which can be useful if you want to display a price list on your website. This is also the most requested format with printers because the quality remains intact even if you zoom in far, the graphic will not become blurry.

USE ME IF



- You want to print designs, most printers are asking for a PDF format
- You want to present any documents online or over email

DON'T USE ME IF



- You want to use this format to upload a picture to your website or social media channel, this will not work.