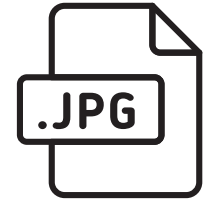


All About File Types



At Davis Direct, we know that dealing with different file types – especially when it comes to elements of your printed piece – can be daunting. So we've simplified everything below for a quick reference.

+ PDF (.pdf):

PDF (Portable Document Format) files are the go-to choice for sharing documents, presentations, and designs that need to be viewed and printed consistently across various platforms. PDFs retain formatting, fonts, and images, ensuring the integrity of your designs. Use PDFs for client presentations, design portfolios, or when sending us print-ready files.

+ TIFF (.tiff):

TIFF files are known for their high-quality images and lossless compression. They are often used for professional printing or when preserving maximum image detail is crucial. TIFF files are larger in size but offer excellent color accuracy and compatibility across various platforms and editing software.

+ PSD (.psd):

PSD files are native to Adobe Photoshop and retain all layers, effects, and adjustments within a design project. They are perfect for retaining full editing capabilities and collaborating with other designers or clients. PSD files can be quite large, so consider converting them to other formats when sharing the final design.

+ GIF (.gif):

GIF files are popular for creating simple, animated images and graphics with a limited color palette. They support animation loops and transparency, making them ideal for sharing short, eye-catching animations on websites, social media, or messaging platforms. Utilize GIFs when you want to add motion to your designs in a lightweight format.

+ JPEG (.jpg):

JPEG files are widely used for digital images, especially photographs. They provide a good balance between image quality and file size. Use JPEGs when you need to optimize file size while maintaining a satisfactory level of image detail. However, keep in mind that JPEG is a lossy format, meaning that some image data is discarded during compression.

+ PNG (.png):

PNG files are popular for web graphics, logos, and images that require transparency. Unlike JPEG, PNG uses lossless compression, ensuring high image quality. It supports alpha channels, which allows you to maintain transparency and overlay images seamlessly. PNG is also ideal for line art, icons, and graphics with sharp edges.

+ AI/EPS (.ai/.eps):

AI (Adobe Illustrator) and EPS (Encapsulated PostScript) files are vector graphics formats. They are used for creating scalable designs, such as logos or illustrations. Vector graphics can be resized without any loss of quality, making them ideal for both print and digital projects. Use AI or EPS files when you need to work with editable, scalable graphics.

+ SVG (.svg):

SVG (Scalable Vector Graphics) files offer unparalleled flexibility for web and digital design. As vector-based files, they can be scaled indefinitely without losing resolution, making them perfect for responsive web design, logos, icons, and illustrations. SVGs also support interactivity, such as hover effects or animations. Embrace SVGs when you need adaptable, high-quality graphics for your digital projects.

Need more info? Your Davis Direct representative is always ready to help and provide additional information!



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