HOW DO I USE MY FILES?

Illustrator - .ai

.ai is the original art file

It's a vector file, meaning it can be resized and never lose it's quality

Some printers ask for this file to print on apparel, signage or collateral

Encapsulated PostScript - .eps

.eps file keeps the file as a vector format

It is considered the best choice of format for high resolution printing

Printers mostly ask for this format

Portable Network Graphics - .png

.png file is a digital file and includes a transparent background

You'll mostly use this on digital pieces - website, social media, etc.

You can use this file format on top of images or solid colors

Joint Photographic Experts Group - .jpeg

.jpeg file is a digital file that DOESN'T have a transparent background, but instead has an automatic white background

I don't often use jpeg files, because they can be grainy, but for any online site that needs a small file size, jpegs work

HAYLEY BIGHAM DESIGNS