

IMAGE FILE TYPE CHEAT SHEET

VECTOR FILES

RESOLUTION INDEPENDENT – CAN SCALE TO ANY SIZE WITHOUT LOSING QUALITY.

VECTOR IMAGES ARE MATHEMATICAL EQUATIONS MADE UP OF BASIC GEOMETRIC SHAPES SUCH AS POINTS, LINES AND CURVES.
HIGH RESOLUTION (300 DPI)



CLEAR

VS

RASTER FILES

RESOLUTION DEPENDANT – DIFFICULT TO EDIT AND SCALE WITHOUT LOSING QUALITY.

RASTER IMAGES ARE MADE UP OF A MILLION DOTS CALLED PIXELS, EACH PIXEL IS ASSIGNED A COLOR VALUE.
LOW RESOLUTION (72 DPI) OR HIGH RESOLUTION (300 DPI)



FUZZY

AI

ADOBE ILLUSTRATOR

Vector-based file type that is completely scalable and great for printing. Supports transparency.

EPS

ENCAPSULATED POSTSCRIPT FILE

Used for logos and illustrations. It can be scaled to any size with no loss of quality. Supports transparency.

PDF

PORTABLE DOCUMENT FORMAT

Self-contained document which preserves vector images as well as fonts or graphics needed to display correctly.

CDR

COREL DRAW

Vector-based file type that is completely scalable and great for printing. Supports transparency.

JOINT PHOTOGRAPHIC

Used for high quality photography and low-resolution images online. Does not support transparency.

JPG

PORTABLE NETWORK GRAPHICS

Used for online text and graphics with high quality image size. Supports transparency.

PNG

GRAPHICS INTERCHANGE FORMAT

Usually animated, with a small file size and color palette. Supports transparency.

GIF

TAGGED IMAGE FILE FORMAT

“Print ready” file format, that does not lose quality when compressed. Supports transparency.

TIF

BEST FILE TYPE FOR HEAT APPLIED TRANSFERS

SCREEN PRINT

SCREEN PRINTED TRANSFERS ARE PRODUCED USING PLASTISOL INK THROUGH A SCREEN.

- VECTOR
- COLOR MODE- SPOT / PANTONE

DIGITAL PRINT

DIGITAL TRANSFERS ARE PRODUCED WITH ECO-SOLVENT INK IN A LARGE PRINT FORMAT.

- VECTOR OR RASTER
- COLOR MODE-CMYK
- HIGH RESOLUTION

*Convert all text to curves or outlines

*We accept over 30 file types - above are the preferred

*PDF and EPS files can be raster or vector - zoom in and inspect