

HELPFUL FILE INFORMATION

DESIGN DELIVERABLES:

- PDF file (vector)
- PNG file (300dpi high resolution)

ABOUT YOUR FILES

PDF's

- PDF files are VECTORS (no loss of resolution no matter the size).
- PDF vectors are CMYK based files (Cyan Magenta Yellow and Black - for printing with inks). You can use on everything from a pencil, a business card, brochure, shirt, to a billboard etc...
- Vector format file extensions: .ai, .pdf, .eps, .svg
- PDF vectors are for PRINT & are the **PREFERRED** file to supply your local or online printer/ print shop with.

PNG's

- PNG files, like JPGs are RASTER based files (pixel based). They are only as good as their size and resolution and cannot be made larger /modified or they will lose quality and become pixelated.
- Your PNGs are a high resolution file of 300dpi
- PNG files are RGB based files (Red Green Blue), meaning they are for monitor/screen use (online and computer)
- PNG files can have a transparent background.

IMPORTANT WHEN USING YOUR PNG FILE!

Do NOT upload the original high resolution PNG file directly. The original is a high resolution file and will take up space/load time on yours and visitors computers. When ready, make a duplicate of the original, (save the original in safe place for when you need it again). Before uploading the duplicate, optimize the file ("optimization" reduces data size, while retaining quality). Free web optimization software/apps are easily available online, iTunes etc... for Mac and Windows platforms. Optimization of original high resolution images is always recommended before uploading online. *Please be aware I may have already provided you with optimized files.*

Final Note: Never edit the original PNG. Remember, editing a PNG/JPG will destroy its quality with each save. Keep the original high resolution for creating high quality duplicates prior to each use, optimization and upload.

NOTE: Many notice a color difference when looking at their PDFs and PNG files. Don't worry. There is nothing wrong with the colors. A PDFs colors are CYMK based (for ink/printers). Because they are not RGB based, they are not for screen/monitor use, and will appear slightly different on a monitor. RGB files however will look as they should on your monitor.

