



File type cheat sheet

Output	File(s)	Name	Best usage tips
Website Images	JPG	photo.jpg	keep low file size for faster loading + improved SEO (100kb or less + 72dpi)
Website Logo/Graphics	PNG, SVG	icon.png logo.svg	PNG files have transparent backgrounds. SVG logos are great for responsiveness.
Social Media Graphics	JPG	instagram.jpg	Use PNG logo files (or brand graphics) to build your posts, but save for upload as JPG
Print Items - Logo/Graphics (brochures, ads, business cards, posters)	AI, EPS, PDF	logo.ai graphic.eps artwork.pdf	Ask your designer to make sure all fonts are outlined or embedded
Print Marketing - Images (brochures, ads, business cards, posters)	JPG, TIFF	image.jpg image.tiff	High file size and resolution (normally over 1MB, 300dpi for high quality print)
Print Marketing - Final Files (brochures, ads, business cards, posters)	PDF	printfile.pdf	Your final design should be sent to the printers as a high resolution PDF
Signage	AI, EPS	logo.eps logo.ai	Ask your designer to make sure all fonts are outlined or embedded

Best practices for photo sizes

In order for photos to print out clearly on paper, they must be at least 300 dpi (dots per inch). Dpi refers to the clarity of the photo; if it is not sufficient resolution and size, the image will appear fuzzy when printed. Remember: Just because an image looks clear on the computer screen doesn't necessarily mean it will print out clearly.

As a rule of thumb, if your photo is less than a megabyte (the size will be in MB rather than KB, or kilobyte), it's too small to use. You can usually find the file size by hovering your cursor over the image or by looking at its properties.

Another thing to remember is that when you're downloading or sending photos from your phone or camera, choose the biggest size possible (iPhones prompt you to choose a size). The bigger the file size and the higher the resolution, the better.

How do you know if your photos are 300 dpi or higher?

To find the dpi of your photo on PCs

- Open the folder that contains your photo file.
- Right click on the file name and select Properties.
- Under the Details tab, look to horizontal and vertical resolution (should be the same number). This is the dpi.
- If the dpi is less than 300, you will need to select another photo or use a different version of the photo, if available.

To find the dpi of your photo on Macs

- Open your photo file in Preview (this is usually the default photo viewer on Macs).
- Select Tools from the top menu bar.
- Select Adjust Size.
- In the window that pops up, you should see the width and height, as well as the resolution.
- If the width and height are very large (20 inches or larger) but the resolution is less than 300, uncheck Resample Image and change the resolution to 300.
- If the width and height are less than 20 inches (when the resolution is less than 300), then you will need to select a different photo.
- When you're placing a photo that is 300 dpi in your publication, be sure to keep the width and height in mind. Enlarging a photo will reduce its dpi. If your photo is 300 dpi and 3 inches by 5 inches, for instance, you run the risk of the photo looking fuzzy if you try to make it too much larger. It's best to stick to its original size or smaller.