



VALHALLA
CREATIVE DESIGN

File Formats Explained

AI (Adobe Illustrator)—CMYK/RGB/MONO.

it is your native file. For use by your graphic designer, webdesigner, printer, embroyder, etc.

EPS (Encapsulated PostScript)—CMYK/RGB/MONO

A file created by an illustration program (e.g., Adobe Illustrator, Corel Draw, etc.)using the postscript language. For use by your graphic designer, webdesigner, printer, embroider, etc.

PDF (Portable Document Format)—CMYK/RGB/MONO

A file suitable for use by most designers and commercial print shops. Open with Adobe Reader, Adobe Acrobat, Adobe Illustrator or Adobe Photoshop.

JPG (Joint Photographic Experts Group)—CMYK/MONO

A compressed raster file with a solid background. For use with various Microsoft Windows applications (such as Word, Excel, PowerPoint, etc.) but also MYOB, and web/mail.

PNG (Portable Network Graphics)—RGB/MONO

A small, limited-color raster file, used for on-screen viewing, with a transparent background. (Designed to replace the GIF file format)

BMP (Windows Bitmap)—RGB/MONO

A raster file specific to Windows with limited color options. For use with various Microsoft Windows applications (such as Word, Excel, PowerPoint, etc.)

TIFF (Tagged-Image File Format)—CMYK/MONO

For use with various Microsoft Windows applications (such as Word, Excel, PowerPoint, etc.)

Color Modes

- Monochrome Images consisting of only black and white.
- Grayscale Images with 256 shades of gray, ranging from black to white.
- CMYK is an acronym for cyan, magenta, yellow and black, the standard colors used in offset printing.
- RGB is an acronym for red, green and blue, the colors used for computer monitors and video electronics.

Resolution

Print resolution is measured in dots per inch or dpi. The higher the resolution, the higher the quality of the printing. Minimum resolution for photographic images is 300 dpi at final reproduction size (100 percent). Computer monitors display images at approximately 72 dpi. That means images saved for Web viewing on a computer are not typically suitable for printing.