File formats and color modes.

AI FORMAT

AI stands for Adobe Illustrator, the native application where the files were created.

EPS FORMAT

EPS is a vector format that is designed to produce high-resolution graphics for print. It is infinitely scalable—which means it can be used for anything from a business card to a billboard with equal clarity.

JPEG FORMAT

JPEG is a raster image type. JPEGs are primarily used for web and digital photography because of their small file size, but should not be used for printing unless they are used at a small size.

PNG FORMAT

PNG is another raster image type. The main difference between a PNG and JPG is that a PNG can have a transparent background and is generally larger and higher quality. PNG is ideal for websites because they can be placed over a colored background.

CMYK COLOR MODE

The CMYK color model is often referred to as four color process due to the fact that it utilizes four different colored inks to create an array of different hues: cyan, magenta, yellow and black. CMYK colors are mixed during the printing process itself, which can sometimes cause very slight inconsistencies in color throughout a printing run. It's usually not a particularly perceptible change, but it's something to keep in mind when using logos with specific color branding.

RGB COLOR MODE

The RGB color profile is used exclusively in digital design, as it represents the same colors used in computer screens, televisions and mobile devices. Rather than ink, colors in the RGB (red, blue, green) color wheel are created by blending light itself.

SPOT (PMS) COLOR MODE

Spot or PMS stands for Pantone Matching System, which is a universal color matching system used primarily in printing. Unlike RGB and CMYK, spot colors or PMS colors are created with pre-mixed ink long before the image is actually produced, resulting in the most consistent color possible.