ethical swag® FILE TYPES GUIDE

Use this guide to help navigate the different types of files that we will need from you in order to complete you order. We explain each file type and where they are used. Reference this guide when it comes to sending us your artwork for your products.

= For Web Use   = For Print Use

.PNG

These files are commonly known for their ability to support a transparent background. These files are great for web usage. However, they are NOT considered vector files.

.SVG

These work great for websites and apps as they can be infinitely scalable without getting pixelated. These can be classified as vector files.

.JPG

Commonly seen for photographs and web graphics. Often has smaller file size than PNG due to it's inability to support transparent backgrounds.

.PDF

The file type most typically and preferably used in printing. It is extremely versatile due to it's universal file format.

.AI

This is the source file for the artwork directly from Adobe Illustrator. Also known as a working/native file. This is considered a vector file.

.EPS

Similar to a .ai files, this is the source file for the logo directly from Adobe Illustrator. Another variation of a working/native file. This is considered a vector file.

RGB

RED, GREEN, BLUE

This color format is for digital use. RGB creates more vibrant colors that are not achievable through printing. Do not use RGB for printing purposes.

CMYK

CYAN, MAGENTA, YELLOW, BLACK

This consists of the 4 basic colors for printing and is the color format that is to be used for any print products (business cards, fliers, etc)

PANTONE

Pantone colors are exact colors created from a precise mixture of inks. It is a more costly method of printing but results in the most accurate color.

If you have any issues navigating your files, please feel free to contact your production rep.