

Design Files Cheat Sheet



Do you know your PNGs from your PSDs? Use our hand file cheat sheet to learn the key differences and what each file type is best for.



Scalable Vector Graphic (SVG)

Vector graphic that can be resized without quality loss.
Used for websites, logos, icons and graphics.
Used by designers and web developers.



Illustrator (AI)

Vector file that can be resized and scaled.
Used for logo design, icons and graphics.
Used mainly by designers.



Encapsulated PostScript (EPS)

Vector graphic that can be resized without quality loss.
Used for logos and printed marketing materials.
Used by designers and printing companies.



Photoshop (PSD)

Raster file (usually images) only editable in Photoshop.
Used for website, email and digital materials, images.
Used by designers and web developers.



Portable Network Graphics (PNG)

No quality loss on compression, transparent backgrounds.
Used on websites, digital and printed materials, images.
Used by designers, web developers and clients!



Joint Photographic Expert Group (JPEG)

Lossy compression file, can be used in small file formats.
Best for websites, and some online materials.
Used by designers, web developers and clients.



Portable Document Format (PDF)

Captures all document content into one shareable format.
Used for reviewing other files and sending files to print.
Used by designers, web developers, printers and clients.



InDesign (INDD)

Working graphic layout file for Adobe InDesign.
Multi-page documents and layout design
Used by designers.