



A simple cheat sheet for Non-Designers

DESIGN VOCABULARY



High Resolution JPG (or JPEG)

This file type is typically bigger and can be slow to load online. Best uses for this type of file include projects that require printing at a high resolution such as signage, letterhead, stationery, and Word documents.



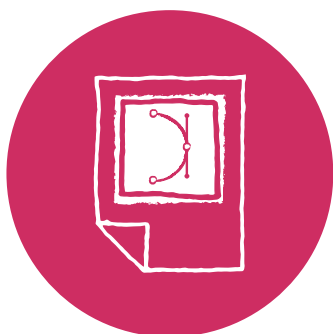
Low Resolution JPG (or JPEG)

In JPGs the quality of the image decreases as the file size decreases. A low res JPG is best used when lower image quality won't be noticeable. These images are small and load quickly, so they are great for web.



PNG

The PNG file type has a transparent background and is used when placing the logo onto another background. Since these are also typically small, they are used for online applications.



EPS

An EPS is a vector format* and is the best choice for high resolution printing. EPS files can be resized easily without loss of quality making them an ideal format for logos.



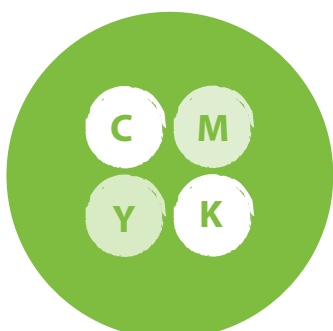
AI

Adobe Illustrator is the standard for creating artwork from scratch and most likely the program in which your logo was originally created. Illustrator produces vector artwork*, the easiest type of file to manipulate.



PDF

PDFs or Portable Document Format is a format that captures every element from a document and saves it as an electronic image that you can view and share. Typically this format is used to send final artwork to a printer.



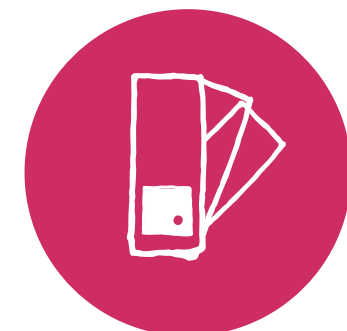
CMYK

CMYK refers to the four ink colors - cyan, magenta, yellow, and key (black) that are mixed to create your colors when printing.



RGB

RGB refers to red, green, and blue - the three colors that are combined to create a specific color on your computer screen.



Pantone

The Pantone Matching System is the color matching system that is used in the printing industry. It was developed to make sure that colors are printed consistently on all materials.