

Understanding file formats.

When supplying a file for print, it is important to understand file format specifics. The most reliable and best quality file format is a PDF

- pdf
- ai / eps
- indd
- psd, jpg and png

Each of these file formats has its purpose.

Here is a quick guide so you know what to use each file format for, and why.



Adobe Acrobat PDF (Portable Document Format) is a file format designed to present documents consistently across multiple devices and platforms.

Therefore the PDF has become one of the most accepted formats for saving and exchanging documents, especially when sending to a printer.



Adobe Illustrator (AI) artwork is generally used for creating single-page documents for logos and labels. It is a vector-based drawing program that can be easily saved in EPS and PDF format without losing any quality and is widely accepted (and preferred) across the printing industry for reproduction.

They can be enlarged and don't lose any quality in the sharpness of the image.

See below recommendations for saving your files as PDF to send to a printer.



Adobe Indesign (INDD) artwork is commonly used for multiple page documents.

When you create your document, the format does not include any inserted images, if that's all you send to somebody. If you wish to send the "native" Indesign file, you will need to "package all the data" and this make it a large file as it will collect all the original images used and the fonts, therefore it is recommended to "export" your file to a PDF format if no editing is required.

See below recommendations for exporting your files as PDF to send to a printer.



PSD, JPEG and PNG are a pixelated format.

This is one of the most widely used formats online, because they are generally small files in terms of KB, therefore suitable for use on websites and screen display, however they are not recommended for reproduction in printing.

Unlike AI files, they are pixels and cannot be enlarged or colour separated. They can be re-saved as a PDF, but they are still essentially a pixelated photo file.