



Congratulations! 🎉

You've unlocked the smol creative file types guide!
This will help you understand and identify what each file type is and when to use it.

file formats

RASTER

- Fixed rectangular grid/pixel patterns
- Typical final format
- Best for digital use only

VECTOR

- Shape, paths, and strokes
- Typical working files
- Best for print use

color profiles



RGB

Red, Green, Blue

- Digital use
- Vibrant



CMYK

Cyan, Magenta, Yellow, Black

- Print use
- 4 ink plates



PANTONE

Color matching system

- Digital/Print use
- Precise mixture

File Format	Color Profiles	Raster	Vector	Print/Digital	Transparency	Editable
.png <i>Portable Network Graphics</i>	 RGB	✓		 DIGITAL	✓	✗
.jpeg <i>Joint Photographic Experts Group</i>	 RGB	✓		 DIGITAL	✗	✗
.tiff <i>Tagged Image File Format</i>	 RGB	✓		 DIGITAL	✗	✗
.psd <i>Photoshop Document</i>	  RGB CMYK	✓		 DIGITAL	✓	✓
.eps <i>Encapsulated Postscript File</i>	  RGB CMYK		✓	 PRINT	✓	✓
.svg <i>Scalable Vector Graphic</i>	 RGB		✓	 DIGITAL	✓	✓
.pdf <i>Portable Document Format</i>	  RGB CMYK		✓	  PRINT DIGITAL	✓	✓
.ai / .af <i>Adobe Illustrator / Affinity Program Working Files</i>	  RGB CMYK		✓	 PRINT	✓	✓