

Quick guide: Graphic file types

Raster

Typically photos and web graphics

JPEG	Photos for web and print, small file size
GIF	Transparent web animations with limited color
PNG	Static, transparent web images with unlimited colors
APNG	High-quality web animations with extended color library and transparency support
TIFF	High-resolution, large-scale photos and scans for printing
WebP	High-quality static or animated web images with a small file size

Vector

Typically logos, icons and live text

PDF	Universal files for viewing, sharing and printing
EPS	Editable file that can be opened and previewed in non-Adobe programs
AI	Native editable working file for Adobe Illustrator
SVG	Files for web use that can be scaled without pixelating