

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