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PRINTING • PROMOTIONAL ITEMS
GRAPHIC DESIGN • APPAREL • SIGNS

File Format Guide

What to supply your printer.

For the best print quality, the ideal file format to send your printer is the PDF. Supply your printer files that are CMYK (the cyan, magenta, yellow, and black color mode). Formats that are RGB (red, green, and blue) can be converted to CMYK, which is the standard color mode for print. Also, submit files that are 300 DPI (dots per inch). DPI measures the resolution of an image, with 300 DPI being the standard for print. Converting a 72 DPI image to 300 DPI will make the image smaller, but the resolution will be better, so make sure both the size and resolution are what you need them to be.

PDF

(Portable Document Format) PDF files store formatted text, vector graphics, and raster images. They also contain page layout information, which defines the location of each item on the page, as well as the size and shape of the pages in the document. This information is all saved in a standard format, so **the document looks the same, no matter what device or program is used to open it.**

Tiff

(Tagged Image File Format) A common format for exchanging raster graphics (bitmap) images between application programs. Created to be the standard image format across multiple computer platforms. The TIFF can handle color depths ranging from 1-bit to 24-bit.

JPG

(Joint Photographic Experts Group) This format supports varying levels of compression, and 224 or 16,777,216 colors. The 16 million possible colors are produced by using 8 bits for each color (red, green, and blue) in the RGB color space. **The JPEG compression algorithm may reduce the file size of a bitmap (BMP) image by ten times with almost no degradation in quality, however, the compression algorithm is lossy, meaning some image quality is lost during the compression process.**

PNG

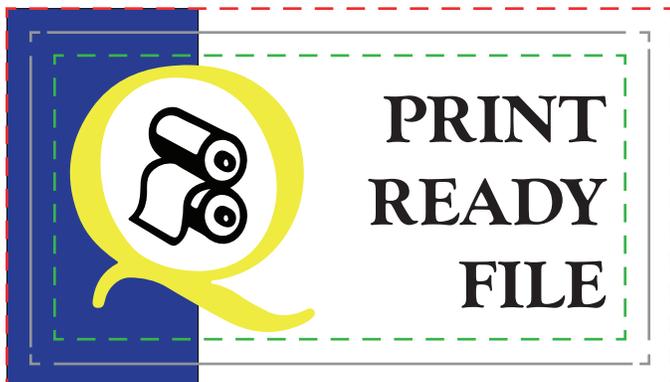
(Portable Network Graphic) A compressed raster graphic format. It is commonly used on the Web. PNG images use **lossless compression**, and supports an alpha channel, or the "RGBA" color space. The alpha channel is added to the three standard color channels (red, green, and blue, or RGB) and provides 256 levels of transparency. **A PNG with an alpha channel can be placed on any color background and maintain its original appearance, even around the edges.**

PSD

(File created by/in Adobe Photoshop) The native format used to save files in Photoshop. **PSD files may include image layers, adjustment layers, layer masks, annotations, file information, keywords, and other Photoshop-specific elements.** You can modify PSD layers and other elements such as images, shapes, text, and effects. The PSD format supports RGB, CMYK, grayscale, and multiple other color modes. **Files can be exported to standard image formats such as JPEG, GIF, and PNG, as well as PDF.**

EPS

(Encapsulated PostScript) EPS is a PostScript image file format that is compatible with PostScript printers and is often used for transferring files between various graphics applications. **EPS files contain PostScript code, which is used for storing font and vector image information.** Vector images are usually drawings created by programs such as Adobe Illustrator and CorelDRAW. EPS files may also include a rasterized version of the image used for previewing the contents of the file.



BLEED: This term refers to the area that will be trimmed off of the final file. If your imagery extends to the edge of the paper, your file must have an additional 0.125" (1/8") added to each side of the artwork and your artwork must extend to the bleed line.

CUT LINE: Your final file size.

SAFETY: As files are printed and trimmed, there can be some slight shifting. To ensure that all important information appears on the final printed piece, please keep it at least 0.125" (1/8") inside of the cut line. Text and imagery inside of this line is "safe."