

## PDF (Portable Document Format)

PDF is the standard format used within the digital printing industry for print-ready files. It is robust and universally accessible, meaning that a PDF will be the same on our computers as Whenever possible, you should save your artwork as a PDF

## EPS (Encapsulated PostScript)

EPS is also a robust and high-quality file format, similar to PDF, but is less common. It is usually only used to supply components of artwork, rather than final print-ready files.

## TIFF (Tagged Image File Format)

TIFF is an excellent format for saving bitmap files, allowing for relatively small files without any loss in image quality. (You can use LZW compression to reduce the files without losing quality.) If saving a bitmap and PDF is not available, TIFF is the preferred format.

## JPEG (Joint Photographic Experts Group)

JPEG files are relatively poor quality bitmap graphics, and are best suited for web pages where small file size is more important than quality. Never use this format for printed documents, as you will invariably get an inferior result (including bad colours). Use PDF or TIFF instead.

## Native formats

Native files – the format your program uses for working files – should never be used for digital print-ready files. Pre-press software (the programs which talk to our printers) cannot use these files at all, and in most cases our artwork department is unable to convert the files due to missing fonts or compatibility problems. Once you have finished working on the file, convert it to PDF.

