

File & Colour Guide

■ File Formats Explained

JPG

A format for digital photos that optimizes for reduced file size, balancing quality and compression.

Ideal for online use where fast loading and bandwidth conservation matter, such as web pages or email attachments.

Pros: Smaller file size, widely used, great for photographs.

Cons: Lossy compression; loses quality with each save.

PNG

A format supporting lossless compression and transparency, providing high-quality images without degradation.

Perfect for web images requiring transparency or detailed graphics where quality cannot be compromised, like logos or interface elements.

Pros: Supports transparency, lossless compression.

Cons: Larger file size than JPG, not ideal for high-resolution photographs.

SVG

A scalable format ideal for complex graphics that need to be resized without losing clarity.

Essential for detailed illustrations, company logos, and other graphics that must remain crisp across different screen sizes and resolutions.

Pros: Scalable without loss of quality, interactive capabilities.

Cons: More complex to create and not suitable for all types of graphics.

PDF

For maintaining the exact look and layout of pages, independent of devices or software.

Best for distributing printable documents or sharing files that require exact formatting, such as forms or informational brochures.

Pros: Preserves layout and formatting, widely accepted for professional documents.

Cons: Not ideal for web use where text scaling is needed.