

## Image is Everything!

Hi everybody and welcome to this week's blog.

This week I was asked "What is the best file format for logos?"

After a bit of thought and research too for the techie bit I have come up with what I hope is a useful overview of the subject.

As I've said before, I hope you find the info below helpful and that you will digest it and "adopt and adapt" it to suit your work!

See you next time.

"Les is more!"

### Which Graphics File Format is Best?

There are lots of image file formats available so how do you know which will be best for you? Each type is different when it comes to properties like file size, compression, image quality, transparency support (float over other images or backgrounds), support on the web and when used in emails ...

Deciding on the right one to use can be easier than you think:

- For photos, use JPEGs then you will keep colour detail
- If you need animation or it's a simple logo having colour blocks, use a GIF
- For logos and line art when transparency is a factor, use a PNG
- If the image is highly detailed for print, then use a TIFF
- EPS images are vector graphics and are scalable to any size but can only be opened by specialist graphic design software packages such as Adobe Photoshop or Adobe Indesign
- BMP files are not great and have become unpopular because they are generally oversized, not web-friendly, and not compatible in all platforms of operating systems

### Pros and Cons of Common File Types

Type	Name in Full	Pros	Cons
JPEG JPG	Joint Photo- graphic Experts Group	<ul style="list-style-type: none"><li>• Good for images and photos</li><li>• Supports up to 16M colours</li><li>• Comparatively smaller file sizes</li></ul>	<ul style="list-style-type: none"><li>• Loses colour detail</li><li>• Cannot be animated</li><li>• Doesn't support transparency</li><li>• Can produce fuzzy effects with lines and text images</li></ul>
GIF	Graphics Interchange Format	<ul style="list-style-type: none"><li>• Good for line drawings, clip art and text images</li><li>• Good if less than 256 colours</li><li>• Does not lose detail</li><li>• Supports transparency</li><li>• Retains clean edges</li><li>• Can be animated</li></ul>	<ul style="list-style-type: none"><li>• Not good for photographs</li><li>• Limited to 256 colours</li><li>• File sizes can be quite large</li></ul>
PNG	Portable Network Graphics	<ul style="list-style-type: none"><li>• Good for text images</li><li>• Good for logos</li><li>• Does not lose detail</li><li>• Comparatively smaller file sizes</li><li>• Supports transparency</li><li>• Keeps sharp edges</li><li>• Can hold text descriptions found by web search engines</li></ul>	<ul style="list-style-type: none"><li>• Not good for large images</li><li>• Cannot be animated</li><li>• Not always supported on web or operating systems</li></ul>
TIFF	Tag Image File Format	<ul style="list-style-type: none"><li>• Does not lose detail</li><li>• Supports millions of colours</li></ul>	<ul style="list-style-type: none"><li>• Big file sizes</li><li>• Not compatible with all platforms</li></ul>
EPS	Encapsulated PostScript	<ul style="list-style-type: none"><li>• Scalable to any size</li><li>• Does not lose detail</li></ul>	<ul style="list-style-type: none"><li>• Only opened by graphic design software packages</li></ul>
BMP	Bitmap	<ul style="list-style-type: none"><li>• Compatible with MS Windows programs</li></ul>	<ul style="list-style-type: none"><li>• Generally oversized</li><li>• File compression not supported</li><li>• Not suitable for Web pages</li></ul>