

	Format	Characteristics	Best Uses	Special Notes
Screen/Online Only	GIF	Bitmap/raster Image format Supports basic transparency Supports Frame Animations Limited to 256 colors only	When animations are needed, or limited color graphics such as logos on the web. Never for print.	Can contain anywhere from 2–256 colors. Colors can be dithered to simulate complex transitions.
	PNG	Bitmap/raster Image format Supports Alpha Transparency** 8-bit and 24 bit color possible.	Web use only where high quality and transparency transitions are needed, or where limited colors helps keep the file size low. Never for print.	Can contain anywhere from 2–16.7M colors
	SVG	Vector Graphics for web. Small file sizes, usually. Resolution independent.	Great for logos and other illustrations that are rather simple to medium complexity.	Widely supported, but not universally supported. Can use CSS and/or JavaScript to animate elements within the SVG graphic.
Print media only	JPG	Bitmap/raster image format. 24-bit color is the norm: 16.7M colors Supports 4-color process*	General Image Sharing on-line. Website use. Sometimes off-set printing, but not common. Photo printing via ink jet printer.	Supports variable compression ratios for saving valuable file size at the expense of image quality. *CMYK files are not usable on-line.
	TIFF	Bitmap Image Format Supports layers and Alpha Channels Very similar to PSD format Supports masks, clip masks,	Printing via off-set press Photo printing via ink jet printer.	Supports following color modes: Bitmap, Grayscale, Duotone, RGB color, LAB color, CMYK Color 8-bit or 16-bit per channel RGB
	AI	Vector graphics format, original file format. Not supported outside the Adobe apps. Perfect for original creation	Original creation of artwork and designs. Convert to PDF or EPS for use outside Adobe Apps.	Resolution independent Can embed raster image formats.
	PDF	Nearly universal document format for sharing all types of documents. Intended to be published and only “read” by users, not for editing.	Submitting layouts and other final designs to a printer for production. Be sure to write the PDF file properly!	Same “language” is used in PDF files as in AI files. However, major differences exist in user expectations, AI for editing, PDF not.
	EPS	Vector graphics, All “editing” options are stripped away, just the bare artwork is included.	Vector art that needs to be used in professional applications.	Not very common these days. Watch out for the “Photoshop EPS” format, not the same!