

What are all those **electronic files** for anyhow?

tiff

◀ tiff (tagged-image file format) files are for higher-end reproduction/printing.

jpg

◀ jpg (joint photographic experts group) files may also be used for high-end use assuming the file size is large enough, but generally you will need jpg files for any online/web use.

gif

◀ gif (graphics interchange format) files are generally (almost always) used only for web and are always a very small file size. These should never be used for printing.

eps

◀ eps (encapsulated postscript) files can be used for just about any type of printing. An eps file is often used for producing large graphics like banners or signage.

pdf

◀ pdf (portable document format) files are compressed files created at a variety of compression levels, which have an impact on the end quality of reproduction.