

C&D STUDIOS

CREATIVE ART & WEB DESIGN STUDIO - IT'S HOW THE WORLD SEES YOU!

Graphics & File Type Mechanical List

Identity Package Style Guide - coming soon

Color Style Guide for Web - please see Rafal Tomal's site for this guide <http://rafaltomal.com>

Typeset Style Guide - please see Rafal Tomal's site for this guide <http://rafaltomal.com>

Logo - RGB for Web CMYK for Print - Variations with and without slogans

.pdf

.ai

.svg

.eps

.jpg (small size and large size)

.png (small size and large size)

Custom Graphics

.jpg all images optimize for the web and SEO.

.jpg custom graphics for background images, hero images, and slideshows all images optimize for the web and SEO

.psd master layered files

Blog Post Images and Custom Graphics

.jpg featured images and accompanying imagery stock or original all optimized for the web and SEO

.psd master layered files

Social Media

.jpg files for **Cover Art** (Facebook, Twitter, Google +, Youtube, Linked in)

.jpg files for **Profile Images** (Facebook, Twitter, Google +, Youtube, Linked in)
.psd master layered files

Favicons

.ico derived from logo composition
.png

Product Photos for E-commerce

.jpg files sized, edited, and optimized for the web and SEO

Email Marketing Campaign

.jpg cover art sized, edited, and optimized for the web and SEO
.jpg header sized, edited, and optimized for the web and SEO
.jpg any photos for campaigns
customize template in general

Infographics - these are custom branded, promotional, informative graphics

.jpg final output
.ai construction
.pdf variation

Ads - files for the web and print can utilize a lot of file types

.psd / .jpg / .gif / .pdf / .tiff / .eps all depending on web and print requirements

Video - prepare graphics for videography

.png (transparent background, to scale requirements)
.jpg
.psd master file

Catalogue - files for the web and print can utilize a lot of file types

.psd master files
.ai smart objects
.pdf for print
.pdf for web
.jpg samples

Staff Head Shots and Location Sessions Photography

.jpg sized, edited, and optimized for the web and SEO
.psd master file for processing

Typical Package of Files Prepared for Clients for Print Include

business cards / postcards / brochures / catalogues / clothing / promotional products /
ads / posters and prints

Useful File Types

Red indicates Vector File
Blue indicates Rastor File

.pdf - Portable Document Format
.svg - Scalable Vector Graphics
.ai - Adobe Illustrator
.eps - Encapsulated PostScript
.psd - Photoshop Document
.jpg - Joint Photographic Experts Group
.png - Portable Network Graphics
.gif - Graphics Interchange Format
.tiff - Tagged File Format
.ico - Icon Favicon

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