

# Royal Rubber Stamp & Sign Co

## Understanding Graphic Formats

If you Google the question “What is the best graphic format?” you will receive many different and often contradictory answers. It seems graphic experts are going out of their way to make things more complicated than they need to be. The reason so many graphic formats are utilized is because of the diversity of needs. Photographers need high-quality color reproduction, architects require accurate scalable drawings and web designers rely on small files that load quickly.

The signage industry has special requirements based on the product being produced. For example, a three-dimensional sign being created on a CNC router uses a file similar to that of an architect, while a digital print graphic uses a high-resolution photo file.

Below is a list of common formats and their uses.



### AI - Adobe Illustrator

The most common graphic program, which is part of a larger family of products called Adobe Creative Suite, is used by majority of graphic artists in some way. This program produces highly scalable graphics with very accurate color reproduction.



### CDR – CorelDraw

The Corel family of products is similar to the Adobe family and is used extensively in the signage industry. Corel files are also highly scalable.



### PDF - Adobe Acrobat

Acrobat reader is found on almost every computer sold and can be downloaded for free from Adobe's website. Portable document files, or PDFs, work well for file sharing because most people have access to the free reader. In most cases, a PDF will require some editing due to its size constraints.



### JPG or JPEG - Joint Photographic Expert Group

JPEG files are ideal for sharing across the Internet because they can be compressed when saved, making the file smaller without much loss of quality (when viewed on a computer). The more compressed a file is, however, the lower quality it becomes.



### TIFF - Tagged Image Format

TIFF images are one of the highest and most accurate digital camera formats, making them ideal for digital printing.

### DOC - Word Document

This file format is used primarily for office documents and is not recommended for signage. These documents are relatively small and enlarging the document causes significant quality loss. These documents also lack the ability to fine-tune coloring, which is necessary for digital printing.



#### Downtown

10633 - 109 Street  
Edmonton, AB T5H 3B5  
Ph: 780 426 4676  
Fax: 780 424 7941  
Toll Free 1 800 272 8859

#### West End

16608 - 109 Avenue  
Edmonton, AB T5P 1C2  
Ph: 780 483 7325  
Fax: 780 484 4282

#### South Side

9853 - 63 Avenue  
Edmonton, AB T6E 0G7  
Ph: 780 437 5533  
Fax: 780 437 5267