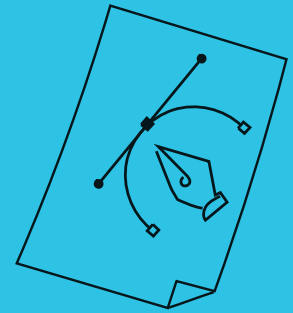
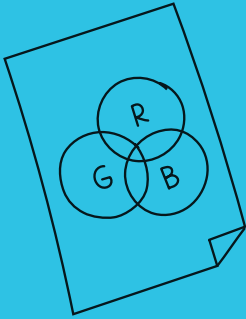


IMBUE'S GUIDE TO GRAPHIC FILE FORMATS & COLOR TERMINOLOGY



Different computer programs and printing processes require different graphic file formats. Use this document to choose the correct format for your specific application.

FILE FORMATS	USAGE
.eps	Vector master design file for use by professional designers and printers. Scalable with no loss in quality. You may not be able to view this file unless you have design software installed on your computer.
.png	Png ("ping") file. The best choice for use in Microsoft Office documents.* May also be used on the web. Should never be increased in size because quality will degrade.
.jpg	Screen resolution file optimized specifically for web usage. Should never be increased in size because quality will degrade.
.pdf	P ortable D ocument F ormat that can be read by any user.

Other graphic file formats you may encounter are **.psd** (Adobe Photoshop), **.indd** (Adobe InDesign), and **.ai** (Adobe Illustrator). These files can only be opened in those specific programs and would need to be exported in one of the common formats above for general use.

COLORS	USAGE
4c or CMYK (Cyan-Magenta-Yellow-Black)	4-color file — use for 4-color process professional printing.
PMS (Pantone Matching System)	Specially formulated mixed inks — use for solid ink professional printing.
K (Black)	1 color (grayscale) file.
RGB (Red-Green-Black)	RGB file for on-screen use. Not for professional printing.

**Most programs automatically constrain images to the proper proportions when scaling images, but if you have an older version of PC-based applications like Microsoft Word or PowerPoint, you may need to hold the "Shift" key and re-size by clicking and dragging a corner point.*

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