

Image Formats

Art & Design

Which format to hand over, and what each one throws away on the way.

Choose by destination, not by habit.

Format	Use it for
TIFF	Print masters; lossless, layered
PSD	Working files with live layers
JPEG	Photographs on screen; lossy
PNG	Flat colour, sharp edges, alpha
WebP or AVIF	Web photographs at smaller sizes
SVG	Vector for screen; scalable
PDF/X	Artwork sent to a printer

PDF/X-4 is the current print interchange standard: it carries transparency, ICC profiles and embedded fonts.