





FILE USAGE CHEAT SHEET

	Vector format that can be resized at any scale	WHEN TO USE: <ul style="list-style-type: none">• Large prints• Banners• Signage	TRANSPARENT ✓
	High resolution online image, not scalable	WHEN TO USE: <ul style="list-style-type: none">• Small prints• Social media	TRANSPARENT ✗
	Transparent online image, not scalable	WHEN TO USE: <ul style="list-style-type: none">• Social media• Websites	TRANSPARENT ✓
	Smaller scalable format, great for icons	WHEN TO USE: <ul style="list-style-type: none">• Social media• Websites	TRANSPARENT ✓