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Propr File Formats & Color Guide

File Extension	Description	Format	Use	How to open
.jpg	The JPEG format (Joint Photographic Experts Group) is one of the most common graphics formats. It has a comparatively small file size while maintaining high image quality.	Raster graphic format	300dpi/ppi CMYK print 72 dpi/ppi RGB screen	Most software can open a JPEG
.png	PNG stands for Portable Network Graphics and is a commonly used graphics format with lossless data compression.	Raster graphic format	300dpi/ppi CMYK print 72 dpi/ppi RGB screen	Most software can open a PNG
.tif	TIFF (or TIF) stands for Tagged Image File Format. This graphics format is considered the standard for storing high-resolution photos and print data.	Raster graphic format	Print	Professional design software
.psd	PSD files are the native file format of Adobe Photoshop, used by designers and artist.	Raster graphic format	Print, web, screen	Photoshop
.ai	AI, which stands for Adobe Illustrator, is the proprietary Adobe file type for vector images.	Vector graphic format	Print, screen	Professional design software
.eps	EPS is a vector file format often required for professional and high-quality image printing. PostScript printers and image setters typically use EPS to produce vast, detailed images.	Vector graphic format	Print, screen	Professional design software
.pdf	Adobe's PDF file extension (Portable Document Format) is probably the most commonly used file format across the Internet. PDFs can contain text, images, graphics, videos, and audio.	Document format	Print, screen	Adobe Acrobat, a web browser, professional design software
.svg	The SVG file extension (Scalable Vector Graphics) is a web-friendly vector file format	Vector graphic format	Web	Professional design software
.zip	ZIP is probably the most popular file format for compressing files.	Archive file	Archive	PC or Mac

Raster Files

Raster files are images built from pixels — tiny color squares that, in great quantity, can form highly detailed images such as photographs. The more pixels an image has, the higher quality it will be, and vice versa. The number of pixels in an image depends on the file type (for example, JPEG, GIF, or PNG).*

Vector Files

Vector files use mathematical equations, lines, and curves with fixed points on a grid to produce an image. There are no pixels in a vector file. A vector file's mathematical formulas capture shape, border, and fill color to build an image. Because the mathematical formula re-calibrates to any size, you can scale a vector image up or down without impacting its quality.*

Color Space	Description	Example	Use
RGB	RGB color space or RGB color system, constructs all the colors from the combination of the Red, Green and Blue colors.	230, 60, 19	Web, Screen
HEX	Hexadecimal color values are also supported in all browsers. A hexadecimal color is specified with: #RRGGBB. RR (red), GG (green) and BB (blue) are hexadecimal integers between 00 and FF specifying the intensity of the color.	#E63C13	Web, Screen
PMS	The Pantone Matching system, or 'PMS' in short, is a color system that is primarily used by graphic designers and printing companies.	2028 C	Branding, Print
CMYK	CMYK colors is a combination of CYAN, MAGENTA, YELLOW, and BLACK. Printers often presents colors using CMYK color values.	4, 91, 100, 0	Print

NOTE: Different color spaces and file formats can render differently on various monitors, displays, devices, and programs. Don't trust your eyes with CMYK and PMS colors on screen; trust the color code system.

Have a Pantone or CMYK color you love for your brand and want to bring into the real world? Sherwin Williams and other paint companies have guides to match your brand colors to paint.