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Marketing File Breakdown: Understanding Your Options

INDIANA FAMILIES

STRENGTHENING

When working on your marketing materials, you'll come across different types of files. Here's a quick guide to help you understand what each one offers:

Al Files (Adobe Illustrator Files)

Al files are proprietary file types developed by Adobe Systems. Think of Al files as a recipe for a drawing. Just like a recipe can be adjusted to make more or less food without losing the flavor, Al files let you change the size of your image (like a logo) without making it look bad. It's a special file used by artists and designers.

- + PNG Files (Portable Network Graphics)
- + EPS Files (Encapsulated PostScript)
- + PDF Files (Portable Document Format)



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We are here to provide connections and support for families across Indiana. With a vision to create strong and caring communities throughout Indiana where families have equitable access to the resources, they need to be connected and safe.