

## Scroll Down to Download Specific Files

### Marketing File Breakdown: Understanding Your Options

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:

#### – AI Files (Adobe Illustrator Files)

AI files are proprietary file types developed by Adobe Systems. Think of AI files as a recipe for a drawing. Just like a recipe can be adjusted to make more or less food without losing the flavor, AI 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)

