

# ACCEPTED FILE FORMATS

**PROS:**

- Viewable through common programs
- Can be restored to a layered or vector format

**CONS:**

- Will save as flat if the file is not saved with "original editing capabilities"

**.PDF**  
Common file format. Can be flat or layered, depending on how it was saved.

**.EPS**  
Vector file , normally exported from Illustrator

**PROS:**

- Can be used for vector images
- A flattened version can be viewd in non-vector programs

**CONS:**

- File size is larger than an .ai file

**PROS:**

- Works great for editing photographs or "raster images"
- Layers can be saved

**.PSD**  
Adobe Photoshop raster files.

**.AI**  
Adobe Illustrator vector files.

**PROS:**

- Great for logos
- The best format for vector images
- Can be scaled up easily
- Layers can be saved

**CONS:**

- Can only be viewed on Adobe Photoshop
- Image size cannot be increased without losing quality

**CONS:**

- Cannot be viewed without Adobe Illustrator
- Does not work well for editing images

**We DO NOT accept:**

Indesign, Quark, Corel, PowerPoint, Word or Publisher.

*Most of those programs can export a PDF or EPS.*

Always keep a copy of your logo in vector format

**TIPS**

If you reduce the size of an image, keep the original saved