

# HOW TO SEND US YOUR ARTWORK

1. Contact [sales@firstavepromo.com](mailto:sales@firstavepromo.com) to discuss your order.
2. E-mail us your file for your order.

If you are sending a **LOGO**, please send us one of the three vector file types, preferably an **EPS** or **PDF**.

If you are sending an **IMAGE**, please send us one of the four raster file types, preferably a **PSD** or **JPG**.

## VECTOR FILE TYPES

**AI**

### ADOBE ILLUSTRATOR

Working file that is editable only in Adobe Illustrator. Adobe Illustrator files can also be saved as other file types as needed. When saved as an EPS or PDF, vector elements remain.

**EPS**

### ENCAPSULATED POSTSCRIPT

Logos or images can be scaled to any size without a loss in quality.

The *preferred file type* for our vendors at First Ave Promo! EPS vectors support transparency and look good at every size!

**PDF**

### PORTABLE DOCUMENT FORMAT

Vector elements and text can be extracted from PDF files.

PDF files are commonly used for e-mailing documents since they are viewable on most devices.

Always make sure to send at least one of the vector file types listed above to have a clear logo on your product. If you have no logo, contact us about creating a brand for your business.

## RASTER FILE TYPES

**PSD**

### ADOBE PHOTOSHOP

Layered file that is editable only in Adobe Photoshop. Adobe Photoshop files can be saved as EPS files but contain an embedded bitmap rather than vector graphics and are not as clear as vectors.

**JPG**

### JOINT PHOTOGRAPHIC EXPERTS GROUP

File used for photographs and images with complex colors.

Contains millions of pixel colors resulting in quality loss when image is scaled.

Does not support transparency.

Is **NOT** a good substitute for a vector logo.

**GIF**

### GRAPHICS INTERCHANGE FORMAT

Primarily for online use - a low quality version of a PNG.

Supports transparency.

Reduces the number of pixel colors to 256.

Can be used for animation.

**PNG**

### PORTABLE NETWORK GRAPHICS

Created as an alternative to GIF files. Combines the qualities of JPEG and GIF files. Supports transparency. Works best for text, graphics, and web images that involve transparency.

