

**Information is the most valuable commodity. Increase your bottom line — educate yourself.**

## Why are vector files recommended?

Vector art is essential and ensures the best results for reproduction of your logo or art for promotional products because it allows for high-quality, scalable designs that can be easily reproduced on various items without losing detail.

Unlike raster images, vector graphics are made up of mathematical equations, meaning they can be resized infinitely without pixelation.

Each product has a specific imprint area, and tweaks may be needed to make your logo work to its maximum potential for an item. For example, if you submit a non-vector file and we need to make it larger, it can often become pixelated when resized, meaning that the edges and details of your art will become blurry and not very clear.

Converting your artwork to vector will allow us to manipulate your logo without losing quality. Vector art is a cost-effective solution in the long run, as it avoids the need to create multiple versions of a design for different sizes.

## Use the Right File Formats:

Vector Files: For optimal scalability and sharp details, always prioritize using vector formats like AI, EPS, or PDF.

AI (Adobe Illustrator): This is the native format for Adobe Illustrator and allows for easy editing and resizing.

EPS (Encapsulated PostScript): A widely accepted vector format, particularly useful for printing and large-scale applications.

PDF (Portable Document Format): Can contain both vector and raster elements and is versatile for various printing needs.

High-Resolution Raster Files: If you need to use raster images (pixel-based like JPG or PNG), ensure they are high-resolution, generally 300 DPI or higher.

## ***We do not recommend the following file formats:***

JPG/JPEG: Commonly used for photos, but quality can decrease with compression and scaling.

PNG: Supports transparency and is great for web graphics but may not be ideal for large-scale printing.

## Communicate with Your Supplier

If you are unsure about any aspect of your artwork or the imprinting process, it's always best to communicate with your Brenneman Account Manager or customer service. They can offer guidance and check for any potential issues before production begins.

Following these tips will help ensure that your logo or artwork looks professional and is imprinted correctly on your promotional products, enhancing your brand's image and effectively marketing your company.