

Why do we need Open Files?



SEPARATE ELEMENTS

In an [Open File](#), these elements remain separate:

- Logo
- Headline and other text
- Product images
- Background
- Buttons
- Colours, etc

This means we can move, resize, replace or edit one element without changing everything else.

WHY WE NEED SEPARATE LAYERS

To resize your banners for different ratios, we need to physically move the individual design elements independently within the full image itself; we cannot simply stretch a 300×250 banner into a 970×250 banner (as an example - this principle applies to all sizes); it would look like this:

WHAT IT SHOULD LOOK LIKE



300x250



300x600



970x90

WHAT IT ENDS UP LOOKING LIKE



300x250



300x600



970x90

See this in action [here](#).

This is important because **proper resizing requires us to work with individual elements independently** to:

- Move a product without moving the background
- Move a logo separately from the headline
- Resize and reposition assets for different formats
- Optimise layouts for different screen sizes

When we only receive a flattened image (.JPG, .PNG, etc), none of these elements exist separately anymore - to us, **the entire banner becomes a single picture**.

Imagine it like receiving a photo of a loaf of bread and being asked to change the flour - the flour is already baked into the bread; they're no longer separate elements that can be changed.

The same applies here. Without [layered source files](#), we cannot accurately isolate products, logos, text, backgrounds, buttons, or other creative elements.

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✗ WHAT WE GET: A FLAT .JPG OR .PNG

A flat picture is like a printed photo of a cake:



Trying to stretch that picture to a different size:



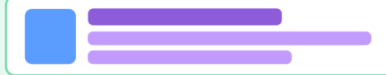
Logo, product and text are one layer now, so they all warp together

✓ WHAT WE NEED: LAYERS

Separate layers:



Trying to stretch that picture to a different size:



We reposition, resize and export every format at full quality

You cannot take the flour back out of a baked cake;
Open files hand us the ingredients



WITHOUT THEM, THE LOOP STARTS

New size requested
↓
Only a JPG in hand
↓
Ask client, wait, redraw by hand
↓
Launch slips

📁 Ask for .AI | .PSD | .fig

Request it with the brief, not after

🔤 Fonts too

Missing fonts change the look or flatten the text

🌿 Layers, not pictures

Logo, product, individual elements and text must move alone

🔍 Stays sharp

We rebuild at double size so screens stay crisp

Open files save time for everyone

⚠️ **3D projects have their own separate, additional asset requirements. Read the 3D-modelling specific Help Page [here](#).**

**Read more about what Open Files are [here](#).*

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