

I need to supply my logo as vector art, what does that mean?

For your logo to have sharp, crisp lines and print in spot Pantone colors, it needs to be supplied as a vector file.

QUICK GLANCE: VECTOR VS. RASTER

Vector Graphic

- Uses math to draw shapes using points, lines and curves. In a 1" x 1" square, a vector image will only contain four points, one for each corner; the computer uses math to connect the dots and fill in all the missing information.
- Commonly used for logos.
- Usually created in Adobe Illustrator.
- Vector file format extensions include: eps, ai, svg and pdf.

Pros:

- Can be scaled up or down infinitely.
- Smaller file size.
- Completely editable.

Raster Image

- Made of tiny squares of color information, referred to as either pixels or dots. In a 1" x 1" square image at 300 DPI you have 300 individual squares of color.
- Most common for photographs.
- Usually created in Adobe Photoshop.
- Raster file format extensions include (but are not limited to): jpg/jpeg, psd, png, tiff, bmp and gif.

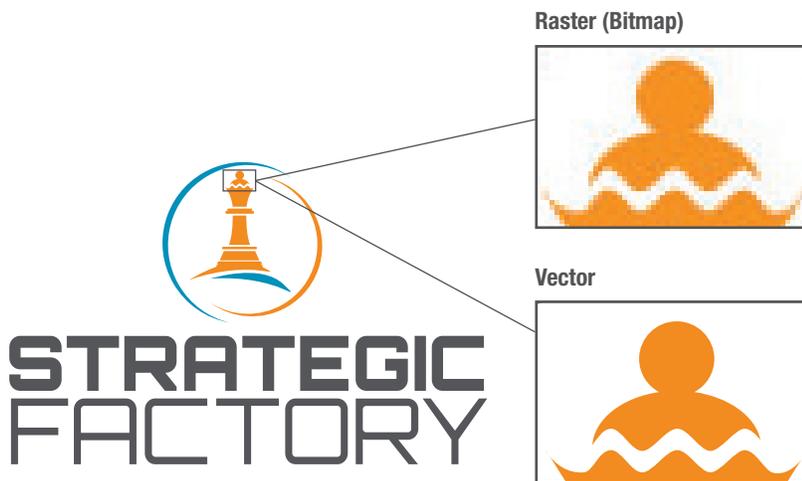
Cons:

- When scaled up in size, loses quality and detail.
- Larger file size.
- Once "flattened" into a jpg, png, or gif, it becomes harder to edit.

HOW DO I KNOW IF MY EPS FILE IS A VECTOR EPS FILE?

Just because a file is saved as an eps, ai, svg, or pdf doesn't mean it is a vector file. Vector art is created using vector illustration software programs, such as Adobe Illustrator or Corel Draw. So how can you tell?

Enlarge your graphic on your screen (200% or larger). If your edges are blurry and appear to have various "shades" of color, then it is a raster image. If the edges are crisp and the color appears solid, it is a vector graphic. See graphic below.



MY ART ISN'T VECTOR, WHAT CAN I DO?

If you had a professional graphic artist design your logo, ask for the vector files. If you work for a larger company, try asking the marketing or design department if they have vector files.

If you can't find a vector file you will need one created. Your company logo should always be created as a vector file so you can use it for smaller items such as business cards and letterhead or promotional items like sticky notes and pens, but also on larger surfaces, such as signs, banners or your company vehicles!

If you don't have a vector logo file, Strategic Factory can help! Our in-house designers can recreate your logo as a vector graphic for future use. Inquire about pricing.

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